

LIFE



BUBBLE BATH GIRLS

REG. U. S. PAT. OFF.

AUGUST 21, 1950 **20** CENTS

Take this ad to your kitchen...

COMPARE WHAT YOU'VE GOT WITH AN AMAZING NEW KELVINATOR!



11 to 12 cu. ft. of cold space
in the floor space of pre-war "6's"
... from Kelvinator, the Pioneer!



True, your present refrigerator has served you well. But think how much *better* you'd be served with a *cold-clear-to-the-floor* Kelvinator right in its place!

Think how many steps, how much time you would save with as much as *twice the cold space*!

Think of the store trips and meal-preparation time you'd save with abundant frozen food storage space! Think of never having to cover leftovers... they keep miraculously fresh for days in Kelvinator's "Cold-Mist" Freshener!

Think of extra-high, extra-roomy bottle space—room for 13 square, quart milk bottles. Think of a mammoth, *cold* Super-Crisper Drawer, with room for over a bushel of fruits, vegetables and beverages! Think of quiet, dependable power from Kelvinator's Polarsphere Cold-maker, sealed in steel and permanently lubricated to defy time and wear!

Think of newness and freshness... in original styling! Think of advantages brought to you only by Kelvinator, pioneer in refrigeration advancements for 36 years. Then look up your Kelvinator dealer in your classified phone book. See the new Kelvinators at his store!



"America's most copied refrigerator." Imagine! Kelvinator Model MM has 11 cu. ft. capacity, yet its cabinet is only 31 1/4" wide, 28 1/4" deep, 60 1/4" high. It fits in your kitchen, right in place of your old refrigerator!



COMPARE FROZEN FOOD SPACE: Up to 80 lbs. capacity in new Kelvinators; 50 lbs. in model illustrated. Here's safe, polar cold for packaged frozen foods, ice cream, meats and ice cubes. Full meals at your fingertips!



COMPARE FOODKEEPING: Super-moist cold in Kelvinator's "Cold-Mist" Freshener keeps fruits, vegetables, sandwiches fresh and tasty. No covering! Big capacity "Handitray" of clear Polystyrene adds new convenience.



COMPARE CONVENIENCE: All storage is refrigerated space! The big Super-Crisper at the bottom is as cold as the space above. In a *cold-clear-to-the-floor* Kelvinator there's plenty of space for better storage of everything.

FREE! Beautiful folder showing complete Kelvinator line. Write: Dept. AL, Kelvinator, Division of Nash-Kelvinator Corporation, Detroit 32, Mich.



Look for this Emblem. Awarded to "5-Star" salesmen of Kelvinator dealers, it is your assurance of the highest standard of courteous, helpful service!

Get the Space...
Get the Beauty...
Get the Buy!

Get Kelvinator

THE OLDEST MAKER OF
ELECTRIC REFRIGERATION
FOR THE HOME

Users' Report on the Tubeless Tire, Newest B.F. Goodrich First!

Now on sale in 30 states, proved by thousands of users, it will soon bring added safety to all American motorists!

THIS is the first nation-wide report on the amazing, revolutionary B. F. Goodrich Tubeless Tire—the tire that has no tube to go flat or blow out!

—the tire you've seen pictured and reported in Life, Popular Science, Reader's Digest and in other leading magazines and newspapers!

—the tire motorists have longed for, engineers have dreamed of, for 53 years!

Under constant test for the past five years on police, taxi and test fleets, it is now on sale in 30 states. To supply these areas takes all of our present production. As soon as production permits, the Tubeless Tire will be offered everywhere.

Already thousands of motorists are driving on BFG Tubeless Tires.

Yet in all the time these tires have been in use we have never heard of a Tubeless Tire blowing out under normal running conditions due to bruises or impacts—the usual cause of blowouts.

And it also seals punctures!

A gummy material under the tread (see X-ray photo below) seals punctures instantly, permanently. Ridges built into the tire bead form an airtight seal on standard rims. A special valve fits your rim.

The B. F. Goodrich Tubeless Tire holds air longer than tires with crude rubber tubes. It runs cool and safe at high speeds. It has famous BFG "rhythmic-flexing cords" for a "Rhythm Ride". And motorists report riding comfort unknown with tires-and-tubes. Yet the Tubeless Tire costs LESS than a regular tire and safety tube!

If you don't know where you can buy the Tubeless Tire—or if you live in an area where the tire is not yet on sale—we'll be glad to send you the address of your nearest B. F. Goodrich retailer, together with the approximate date when he will have the Tubeless Tire for sale. Tear off a corner of this ad and write your name and address on it. Send to TubelessTires, The B. F. Goodrich Co., 501 S. Main, Akron, Ohio.

Now on sale in shaded areas shown on map.



"61,738 trouble-free miles, although sharp iron nails have been removed from tires."—J. A. Peters, Charleston, W. Va.



"... saved the price of a complete set of regular tires and tubes on repair bills." (on police cars)—W. E. Dobson, Chief of Police, Glendive, Mont.



"... less checking for air... tires picked up nails without going flat." (on 200 cabs)—M. Domino, Cincinnati, Ohio.



"89,863 miles without a flat."—4-cab fleet record of C. Lowery, Marion, Ind.



"... no flats in 16,406 miles, versus average of 2 flats per 3,000 miles with regular tires."—J. T. Byars, Chief of Police, Flint, Mich.



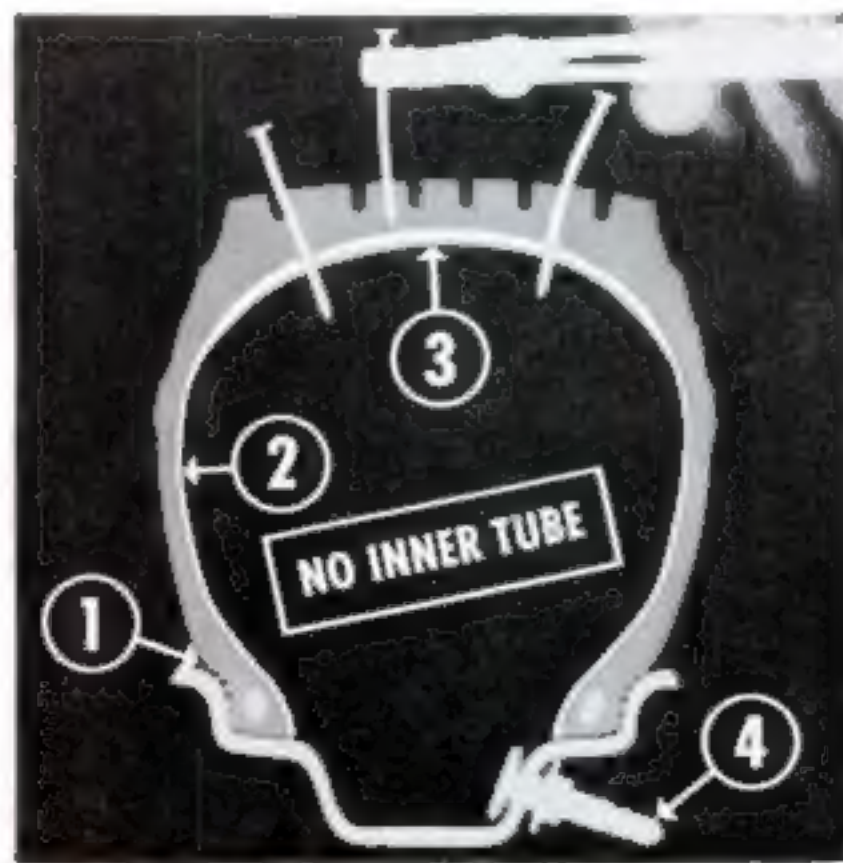
"10,000 miles... look like the day they were put on... real peace-of-mind tires."—J. A. Mitchell, Pittsburgh, Pa.



"Am enthusiastic... Have had a few nails in the tires, which have not caused flats."—T. D. Hagerty, San Pablo, Calif.



"We are convinced that B. F. Goodrich Tubeless Tires are the most economical tires for us."—T. C. Lane, Rent-A-Car Service, Mason City, Iowa.



X-ray photo shows:
(1) Rim-seal ridges form air-tight lock on standard rims.
(2) Inner layer of special rubber holds air longer.
(3) Gummy material under tread seals punctures.
(4) Special valve fits present rims.



"Pulled out a large nail that would have ordinarily let us down... without any loss of air."—M. S. Mitchell, Huntington Park, Cal.



"Sense of security, freedom from tire trouble makes me a confirmed booster for BFG Tubeless Tires."—C. F. Smith, Denver, Colo.

B. F. Goodrich First Again!

The Tubeless Tire is the latest in the long line of B. F. Goodrich "firsts", each a milestone in the progress of the American automobile. They include: • Tires for the first automobile sold in America—1896 • Organic accelerators of vulcanization, most far-reaching cost reducing discovery since vulcanization itself • Tire treads made with carbon black, which tripled mileage • Rubber compounds with

age-resistors, which greatly increased tire life • Tires made with man-made rubber • Methods for making "rhythmic-flexing cord" bodies from all cord materials, for extra safety, mileage, comfort • Cold rubber, which increased tread mileage.



NEW! A lighter-bodied cream tonic

Vitalis HAIR Cream

gives you that

"clean-groomed" look!



**NO heavy film
NO sticky comb
NO messy hands**
with the first cream tonic
made of pure vegetable oil!



Now the makers of famous Vitalis bring you a great new improvement over ordinary thick, heavy cream tonics... new Vitalis Hair Cream!

You've never used a cream tonic like this! So light, so fine. The first cream tonic made of pure vegetable oil, it grooms your hair perfectly, yet leaves no heavy film. Always gives your hair the "clean-groomed" look everyone admires. Cleaner to use, too—rinses off comb and hands with plain water. It's homogenized for easy flow, comes in a handy shaker-top bottle.

Moreover, Vitalis Hair Cream's pure vegetable oil is a doctor's prescription ingredient for dry, flaky scalp—routs flaky dandruff fast. Get this new, lighter, cleaner cream tonic at your drug counter today.

She'll prefer that
"clean-groomed"
look!



P.S. Ask your barber for a professional application of new Vitalis Hair Cream.
Made by Bristol-Myers—Dependable Products since 1887

LETTERS TO THE EDITORS

TANK WARFARE

Sirs:

I want to compliment you on your article ("The U.S. Tries to Catch Up on Tanks," *LIFE*, July 31). As a tankman in the last war I thoroughly agree with you that the ideal tank presents the minimum target, has the maximum degree of noise-free mobility, adequate firepower and a minimum of "impact pockets." Proper tank design can only originate from "inside a tank in battle." Men who have fought inside tanks should direct, to a large extent, tank design and construction.

JOSEPH R. YOUNGLOVE

Johnstown, N.Y.



INSIDE-MAN YOUNGLOVE

Sirs:

... I question your description of the German Panther as the "next major step in tank development." Surely this honor belongs to the Germans' Tiger, the first heavy tank to be widely used, and the first to carry a gun as heavy as the 88-mm.

JOHN H. RONAYNE

New York, N.Y.

• Most experts feel that the Panther—lighter, faster and more mobile—was the more important of the two.—ED.

Sirs:

You might be interested in how the tank got its name from the British, who originated the weapon in World War I. To keep the real purpose of the machines a secret, the British gave out the story that the "tanks" were for carrying water. The name caught on and was never changed.

JOHN W. DIENHART JR.
Editor

The World Book Encyclopedia
Chicago, Ill.

Sirs:

Your implication that the German 88 was used exclusively for antitank and antiaircraft purposes fails to give credit for the destruction that it can and did cause otherwise. Combat veterans remember the 88 best for its effectiveness as an antipersonnel weapon. The hell dished out by this great rifle knew no specialized quarter.

GEORGE J. PUNISKIS

Worcester, Mass.

• Many a GI recalls the song, "Those 88s are breaking up that old gang of mine."—ED.

Sirs:

The basic idea of your tank article is both excellent and sound. But your research is sometimes inexact. For instance:

The light tank you show is a U.S. medium of the prewar period, 1938-40. The General Grant is actually a General Lee; Grant had a slightly different turret.

The German Panther never mounted an 88 mm. though late in the war the Germans had drawing-board plans for such a change.

The Stalin III—your worst mistake—is a Stalin I and not at all like a Stalin III which has a prow-shaped front and a squat turret.

I still look forward to *LIFE* each week but hate to see such dangerous errors in an article of such profound import as this one. It is nevertheless a grand idea.

COLONEL G. B. JARRETT

Ordnance Dept.
Aberdeen, Md.

• *LIFE* is grateful for this guidance from Colonel Jarrett, one of the foremost tank authorities in the U.S.—ED.

Sirs:

I have just finished reading your fine story on tanks. It is gratifying to see this emphasis on a critical subject which has had all too little attention. In particular it is important to get the subject home to the American people, a job which *LIFE* manages so effectively. You are to be congratulated for a real contribution to the defense picture.

WILLIAM GARDNER BELL
Editor

Armor

Washington, D.C.

Sirs:

I served as a tankman in the British army throughout the 1939-45 war and was very interested in your story. Under General Wavell I fought in the Western Desert in a British light tank. A rifle bullet could, and all too often did, penetrate the "armor" on the sides of the hull. Supporting these "monsters" we had a heavier tank—called a Medium—designed, I believe, in either 1924 or 1925. Fortunately the Italians (who outnumbered our tiny army more than 10 to 1) knew no more about tanks than we did, or they would not have fled so quickly whenever our pitiful "armor" approached.

In the latter part of 1941 the German Afrika Corps landed in North Africa, and with their Mark IV tank and their superb antitank gun, the 88 mm., they gave us a very bad time indeed. However Uncle Sam sent us quite a number of tanks; the most useful for desert fighting was the General Stuart (M3), a fast, mobile, light tank, unmentioned in your article. Using these neat little tanks, we were able to give a very good account of ourselves whenever we came to close quarters with the enemy. But the range of the 37-mm. gun on the Stuart (or Honey) was so limited that we were outgunned by the Germans and often couldn't get near enough to do any real damage. . . .

W. PAUL DUPRE

Paterson, N.J.

ROYALS' PICNIC

Sirs:

After doing a little research on juvenile delinquency, I had almost come to the conclusion that teen-agers in New York did nothing but war with their neighbors. It was good to read ("Picnic with the Royals," *LIFE*, July 31) that I was wrong.

EDWARD MIRONCHIK

Ames, Iowa

Sirs:

I hope the American youth won't be influenced by your story when they plan their outings and picnics. We of the University of Chicago Outing Club

find the outdoors more fascinating than beer.

JAY OREAR

Chicago, Ill.

WHAT U.S. MUSEUMS BUY

Sirs:

In your museum essay (LIFE, July 31) on page 42 you name the lower right figure as a Caryatid which I was taught is supposed to represent a female figure. Since the figure represents a male body should it not be termed an Atlantes?

HOWARD O. BENNER
Allentown, Pa.



ATLANTES



CARYATID

● It should.—ED.

BRILLIANT BRAT BRANDO

Sirs:

It seems rather silly to me to play up Marlon Brando as a brilliant brat, a mumbling baby and a rebellious child and then star him in a picture called *The Men*.

JON DRAPER JR.
Hyattsville, Md.

Sirs:

... Rather than encourage, I think you should discourage him.

DORIAN DAVIS
Port Washington, N.Y.

Sirs:

I was having a drink recently at a well-known midtown restaurant when Marlon Brando came in. Contrary to what I had been led to expect, he wore a well-tailored blue suit, white shirt and conservative tie; he also wore shoes. I respect Mr. Brando's ability as an actor and it struck me forcibly that finally I was seeing him as he actually is—a self-effacing and genuine person.

JAMES R. PHELAN
New York, N.Y.

Sirs:

Usually I don't care about an actor's private life, but when a man such as this makes his revolting life public, I doubt if he is very smart. If he thinks he can wind the public around his finger, he's misled. We won't stand for it.

CLARE HARDY
Kansas City, Mo.

THAT INFERNAL WEATHER

Sirs:

As a resident of San Francisco, "the most fortunate site of all" (LIFE, July 31) I wish to extend an invitation to Mr. Coughlan and, or, Dr. Mills, to spend a few weeks enjoying our "perpetual spring." I personally guarantee they will return to their homes with delightful cases of sinusitis, bronchitis or worse, and with no doubts as to why we have "one of the highest suicide rates in the country."

MRS. R. SCHOOLEY
San Francisco, Calif.

GAMBLING PROBE

Sirs:

In the story (LIFE, July 31) on the New York police captain who shot himself after appearing before the district attorney in a gambling investigation, you say that he was buried with Requiem Mass. Since when does the Church give Christian burials to men who take their own lives while of sound mind?

GEORGE W. FORELL
St. Peter, Minn.

● If there is any doubt that the man was not in his right mind when he committed the act or if the man lives long enough to repent, he can be given Christian burial if diocesan authorities decide in his favor.—ED.

FIVE FECUND YEARS

Sirs:

Many thanks for your editorial ("Five Fecund Years," LIFE, July 31). Just when most of us were feeling very deeply worried about the Korean crisis, you folks come out with facts and figures of which every American can be proud.

WARREN F. BUSH
Peoria, Ill.

Sirs:

Regarding your editorial, I asked 21 people—including a doctor and a

CONTINUED ON NEXT PAGE

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FRAGRANCE

Today... tomorrow... always... Reed & Barton sterling takes a place of honor among your most treasured possessions. Timeless beauty, flawless balance... these things you find in every Reed & Barton pattern... each one designed in perfect taste for lasting loveliness.

REED & BARTON

STERLING

MADE BY ONE OF THE WORLD'S LEADING SILVERSMITHS—
ESTABLISHED 1824

6-pc. place settings approximately \$24.50 to \$33, including tax, at leading stores.

Helpful Hostess Hint: For fascinating 52-page booklet, "How To Be A Successful Hostess," send 10c to Box 990 L.F., Taunton, Mass.

Got a minute?



Have a Hires!

Even the loser wins when there's ice-cold Hires on hand. You can enjoy Hires most anywhere . . . by the bottle . . . at fountains . . . from automatic dispensers. When you want refreshment, ask for Hires. It makes a minute mean so much.



LETTERS TO THE EDITORS

CONTINUED

lawyer—and only three had any idea what "fecund" means. Why use such a little-known word in a headline?

ARTHUR CARTER

New York, N.Y.

LAZY COWBIRD

Sirs:

Not all birds are as cooperative as the vireo, veery and warbler you picture raising cowbird young (LIFE, July 31). A song sparrow, nesting in my neighbor's rosebush, found a cowbird's egg in her nest and built a new nest on top of it. Again the cowbird laid an egg, and again the song sparrow superimposed a new nest. This battle went on until five nests had been built. The cowbird apparently ran out of eggs or admitted defeat. The sparrow raised her family in the topmost of the five (count 'em) nests.

CHAS. R. CLARK

Newark, N.Y.



FIVE-STORY NEST

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I enclose \$ _____

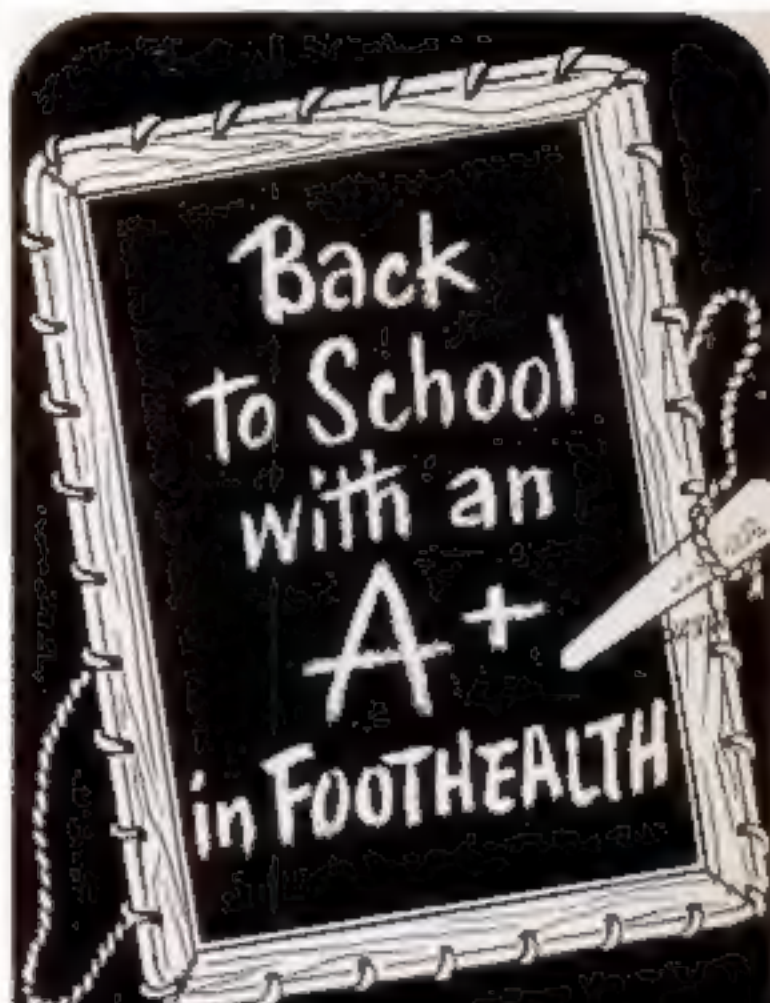
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L-8-21



Here's a pair of off-to-school shoes that score high with the young-timers. Mothers will mark them "A-plus", too—they're carefully made of fine, selected leathers to the highest standards of design and construction. Let them guard your child's foothealth this term. Edwards Back-to-School shoes, at reasonable prices, are at your dealers now.

TERRY

(with two strap or with tongue)



Ask your family doctor about Edwards shoes for children.



HIKER



Edwards, 314-22 N. 12th St., Phila. 7, Pa.

1951 Kaiser

Now... America's

newest 2-door sedan



The 1951 Kaiser Deluxe 2-door Sedan... one of 6 body styles and 12 models. Hydra-Matic Drive available in all models at extra cost.

Triumph of

Anatomic Design*

*The newest, most advanced step in motor car making. It is the technique of styling and engineering every feature of the body and chassis to serve the needs of the human anatomy. The result is a harmonious blending of beauty, comfort, ease of handling and safety never before attained in a motor car.

One glance and you know it's the newest car in America

One mile behind the wheel and you'll want to own it

Control-Tower Vision...The largest windshield in any car (1096 square inches), with the slimmest, slant-back corner posts, lets you see all around...no "blind spots"! That's how Anatomic Design considers your eyes!

Extra Luggage Space...cleaner, clearer, because the spare tire is in a Tuck-Away Tire Well under trunk compartment, not in it! There's more passenger space, too...wider seats, greater head and leg room. Anatomic Design considers your size!

Lower Center of Gravity...yet there's full road clearance! Hugs the roads closer, safer—even on the sharpest curves! Over-sized jumbo brakes assure swifter, softer stopping. That's the way Anatomic Design considers your peace of mind!

Supersonic Power...The new 115 h.p. Kaiser Supersonic High-Torque Engine gives you faster acceleration, instant obedience, and smoother, quieter power that saves you money every mile that you drive! Yes, Anatomic Design considers your pocketbook, too!

Built to Better the Best on the Road

This One



WA4A-BY7-S66Y



Here's the new Frigidaire Imperial!

EVEN BEFORE YOU OPEN WIDE the double doors of the new Frigidaire Imperial Refrigerator shown above—you can see you can't match a Frigidaire! It's a refrigerator and food freezer combined—the No. 1 model of America's No. 1 Refrigerator! From its attractive translucent nameplate at top to its modern recessed chromium base, it has

striking new styling by world-famous Raymond Loewy—sleek new lines, new golden-highlighted beauty! Note the distinctive Target Door Latch with finger-tip action—the easy-to-clean Durable Dulux finish that stays snowy-white year after year.

The Imperial Model shown is the 10 cubic foot size.



Look what's new Outside! Look what's new Inside!

You can't match a FRIGIDAIRE!

LOOK AT THE CHOICE you have of Frigidaire Refrigerators. There are 3 types, 4 series, 10 sizes—all packed with new features. You may pick one with a separate Locker-Top as shown, or a full-width Super-Freezer Chest or a colder-than-ever Super-Freezer. Some models have Cold-Wall Cooling—of a new, improved type. Some

have Lifetime Porcelain exterior finish—others have Durable Dulux. Sizes range from 4 to 17 cubic feet—frozen storage capacity from 15 to 70 lbs. But *all* models are powered by the new, more-powerful Meter-Miser. Whether you decide upon a new Imperial, De Luxe, Master or Standard model—you can't match a Frigidaire!

YOU GET NEW BEAUTY

1. New Styling Inside and Out—by Raymond Loewy.
2. New! Lustrous Ice-Blue, Gold and White Beauty—sets a new standard for smartness.
3. New! Target Door Latch—finger-tip action—locks cold in.
4. New Streamlined design—finished in Lifetime Porcelain or Durable Dulux.



10. New Meat Storage Drawer with Plastic Trivet—in Master models.
11. New Full-Width Plastic Chill Drawer—in De Luxe models—for meat and ice cube storage, quick chilling of beverages.
12. New Handy Plastic Basket Drawer—for small items—in De Luxe and Imperial models.

YOU GET NEW CONVENIENCE

5. Extra Storage Space—in less kitchen space.
6. Extra-Large Frozen Storage Space—holds from 15 to 70 lbs.
7. Double-Easy Quickcube Ice Trays—trays slide out—cubes released instantly—no melting.
8. New Aluminum Rust-proof Shelves—adjustable, sliding—more space between shelves.
9. New, Extra-Deep Porcelain Hydrators—for fruits and vegetables.



YOU GET NEW ECONOMY—NEW DEPENDABILITY

13. New Improved Meter-Miser—makes more cold with no more current.
14. New Improved Insulation—keeps more cold in—more heat out.
15. Improved Cabinet—sturdy, one-piece steel, rugged—for longer life.
16. Freon-12 Refrigerant—developed by Frigidaire and General Motors.
17. New Improved Cold-Wall Cooling—in De Luxe and Imperial models.
18. New Sealed-in Mechanism covered by 5-Year Protection Plan.



This emblem on a Frigidaire refrigerator is your assurance of safe cold from top to bottom, lasting beauty, utmost convenience, proved economy features—plus General Motors dependability and Frigidaire's 30 years' experience in building more than 12 million refrigerating units.

Behind the upper door of this combination refrigerator—food freezer you'll find the separate Locker-Top—with frozen storage capacity up to 70 lbs.—with plenty of Double-Easy Quickcube Ice Trays!

In the compartment below you'll discover one innovation after another—including adjustable and sliding aluminum shelves, deeper porcelain twin Hydrators that you can stack,

a plastic Basket-Drawer, and Frigidaire's new and lustrous Ice-Blue and golden interior trim! Frigidaire's new, improved Cold-Wall cooling with the amazing Refrig-o-plate means constant and uniform cold throughout the lower compartment and proper moisture control! See these and all the other reasons why you can't match a Frigidaire... whichever model you choose!

FRIGIDAIRE

America's No. 1 Refrigerator

See your Frigidaire Dealer for Proof! Look for his name in your Classified Telephone Directory. Or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Leaside 12, Ontario.

Refrigerators • Electric Ranges • Automatic Washer • Clothes Dryer
Electric Ironer • Food Freezers • Electric Dehumidifier • Electric Water Heaters
Air Conditioners • Kitchen Cabinets and Sinks

STOP TOOTH DECAY AT ITS SOURCE!



Much trouble can be prevented by frequent use of this "PRO" Tooth Brush, with the scientific End-Tuft!



Get after the cause of tooth decay with the Pro-phy-lac-tic "PRO" Tooth Brush! The scientific End-Tuft makes it easy to clean between back teeth where food acids so often start trouble.

After every meal . . . brush then rinse! This method definitely reduces decay, as proved by dental authorities.

No dentifrice—no matter how good—can effectively reduce decay, except with frequent, thorough brushing! Today get a Pro-phy-lac-tic "PRO" Tooth Brush and start on the road to improved dental health.

50¢

**PRO-PHY-LAC-TIC
TOOTH
BRUSHES**

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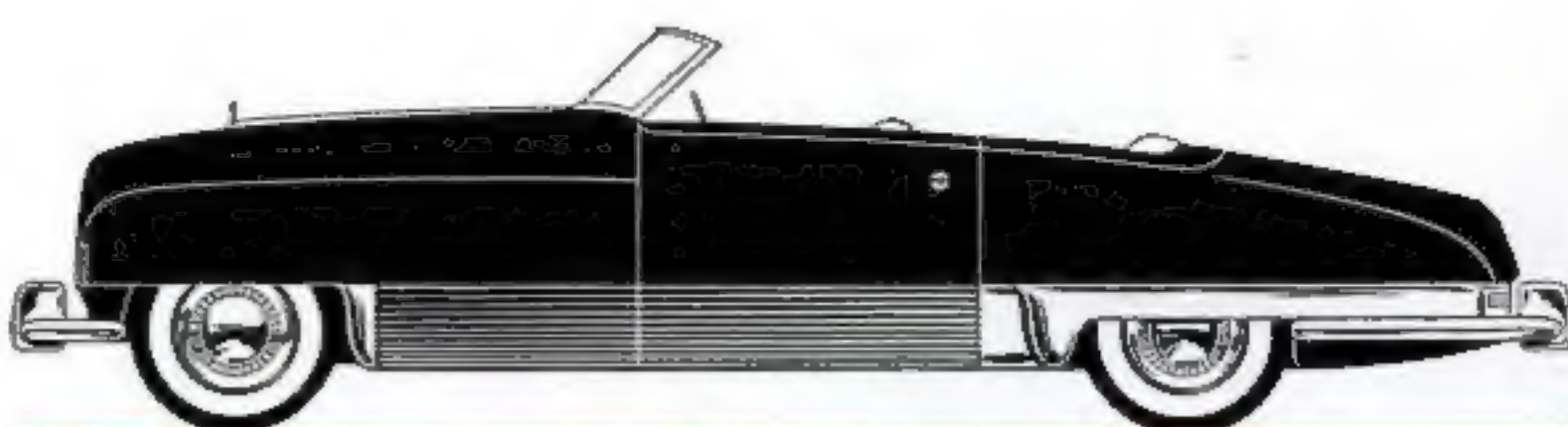
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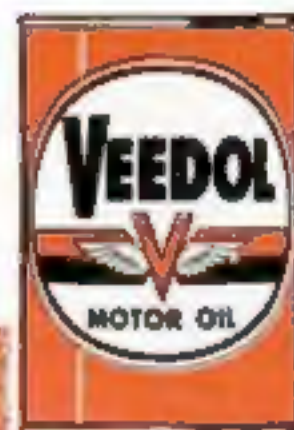
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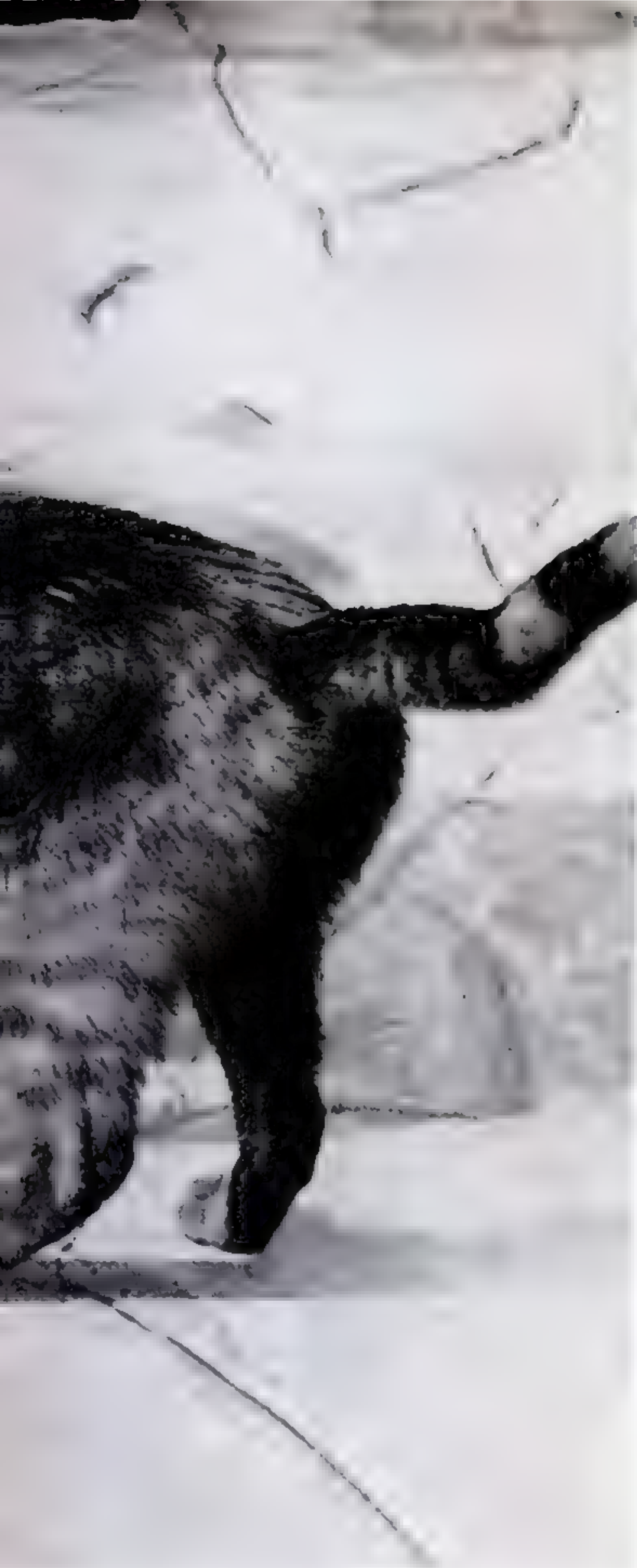
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A SLEEPY ENGLISH BOXER WAKES UP JUST LONG ENOUGH TO GIVE THE NEXT DOOR NEIGHBOR'S CAT A LARGE WET TOKEN OF ESTEEM

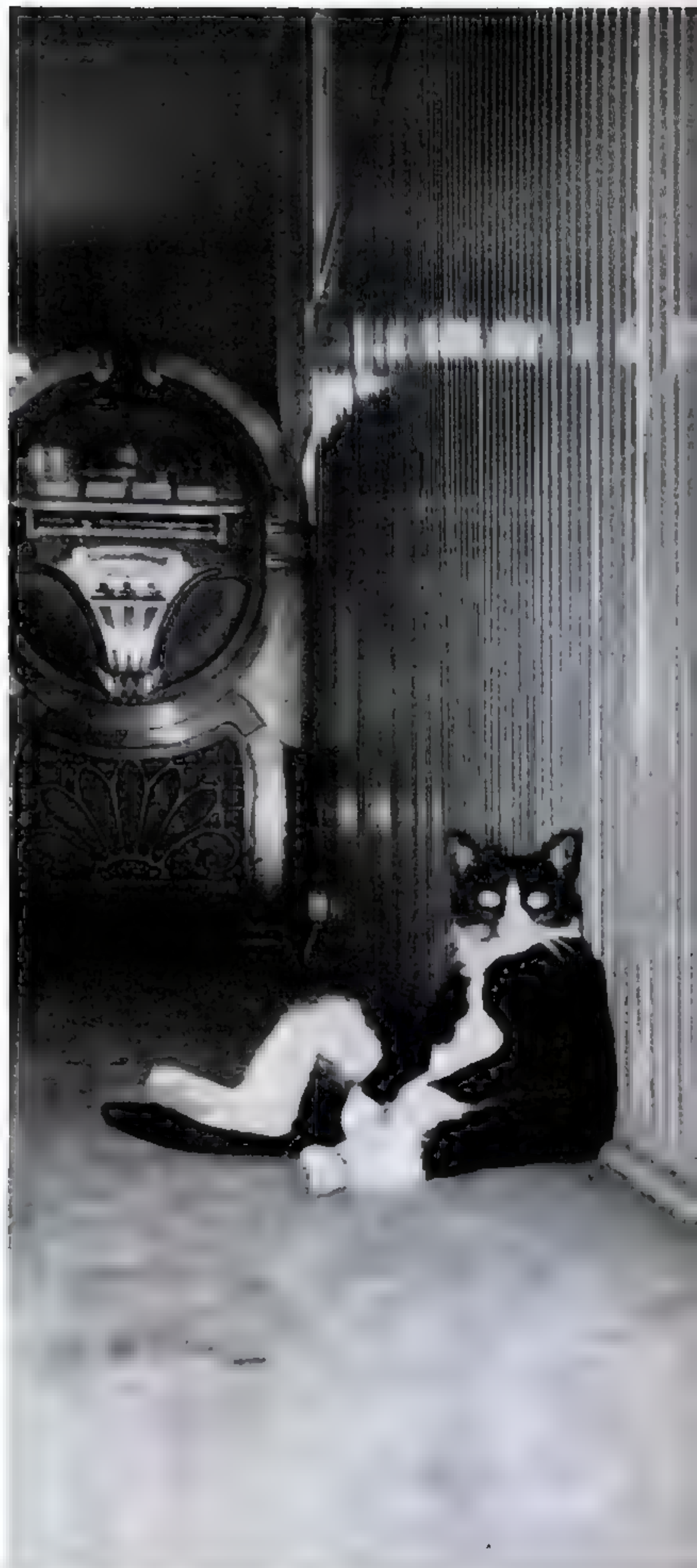
SPEAKING OF PICTURES . . .

. . . In unguarded moments these cats and dogs are surprisingly demonstrative



HE LIKES TO LET THE CAT'S TINY KITTENS WALK ALL OVER HIM

Hardly anyone expects a dog to be demonstrative except about meat or its master, and no one expects a cat to be demonstrative about anything. But sometimes dogs and cats are caught in unexpected displays of feeling. Those on these pages became almost sentimental when confronted with flowers or other animals. Only the coffee shop cat at right showed displeasure, lounging against a wall and waiting for someone to play the juke box



DISGUSTED CAT takes up her favorite pose against the wall of a coffee shop in Brattleboro, Vt. From here she listens to the juke box and scowls at customers.

"MY CAR'S GOT
TWO
MUFFLERS?"



"I'M PUTTING TWO MUFFLERS ON YOUR CAR," THE MECHANIC TOLD ME. "TWO?" I SAID, "ALL I SEE IS ONE!"



HE EXPLAINED THAT THE GENUINE FORD MUFFLER HAS TWO SKINS FOR EXTRA QUIET AND LONGER LIFE...



HE TOLD ME IT HAS SAFETY-LOCKED SEAMS, TOO, AT BOTH ENDS TO ELIMINATE GAS SEEPAGE, AND CUT DOWN CORROSION. "AND," HE ADDED...



"ITS FREE-FLOW DESIGN GIVES BETTER GAS MILEAGE. IT'S THE LOWEST COST QUALITY MUFFLER WITH THESE QUIET, SAFETY, LONG-LIFE FEATURES."



YOU'LL FIND IT'S THE SAME WITH ALL GENUINE FORD PARTS. THEY'RE BUILT TO SAVE TIME, MONEY AND MEAN REAL SATISFACTION

AVAILABLE WHEREVER YOU SEE THIS SIGN AT ALL FORD DEALERS AND SELECTED INDEPENDENT GARAGES

KEEP YOUR FORD ALL FORD!



BUNNY-HUGGING CAT in Middlesex, England jealously guards friend. Cat's owner rescued rabbit from a weasel, and cat has befriended it ever since.



FLOWER-SNIFFING DOG, a Redding (Conn.) St. Bernard named Quintus, nuzzles a lily. Best of all Quintus likes daffodils, plucks them with his teeth.

"Fix-'em-quick" Breakfasts!

Quick and trick! Center a rosy half peach in golden Rice Krispies. Heap up the hollow with snowy sugar, bright jelly—or even a dab of whipped cream! A happy-surprise breakfast main dish with Rice Krispies providing the nourishment of whole brown rice in rice, vitamin B and niacin.
P.S. A dandy dessert, too!



Ropes 'em in! Since I first served Rice Krispies to our two cowboys, we've never without 'em. Seriously! No fuss, no mess about the best

thing I can think of to start two boys off right!" writes Mrs. Robert F. Leckie of Los Angeles, Cal.

Her fried chicken

recipe: "Don't stop with breakfast to enjoy the outstanding flavor of Rice Krispies!" says Mrs. Lane Misenheimer of Grand Rapids, Mich. "Dip pieces of a frying chicken in seasoned beaten egg, then roll in finely crushed Rice Krispies—about 3 cups! This steps up the flavor—scrumptious!"



Hidden hunger in your home? It might be! The habit of skimping on breakfast may lead to mental fatigue and even to dangerous muscle tremors, say prominent scientists, as reported in *Reader's Digest*. And you can't overcome this energy loss just eating a good lunch! Enjoy a nutritious breakfast—it's the meal that makes your morning!

Just like a man!

"My husband whizzes through a box of Rice Krispies so fast it makes a pantry-supply problem," writes Mrs. H. L. Stoffel Saxton, N. C. "Can't you make the box about ten feet square?"



Take it with you. "VARIETY PACK goes with us on week-end outings," writes Mrs. L. E. Whit of Greendale, Cal. "The choice every day loves for breakfast outdoors—faster even better outdoors! And no mess with Kel-Bow-Pies!"

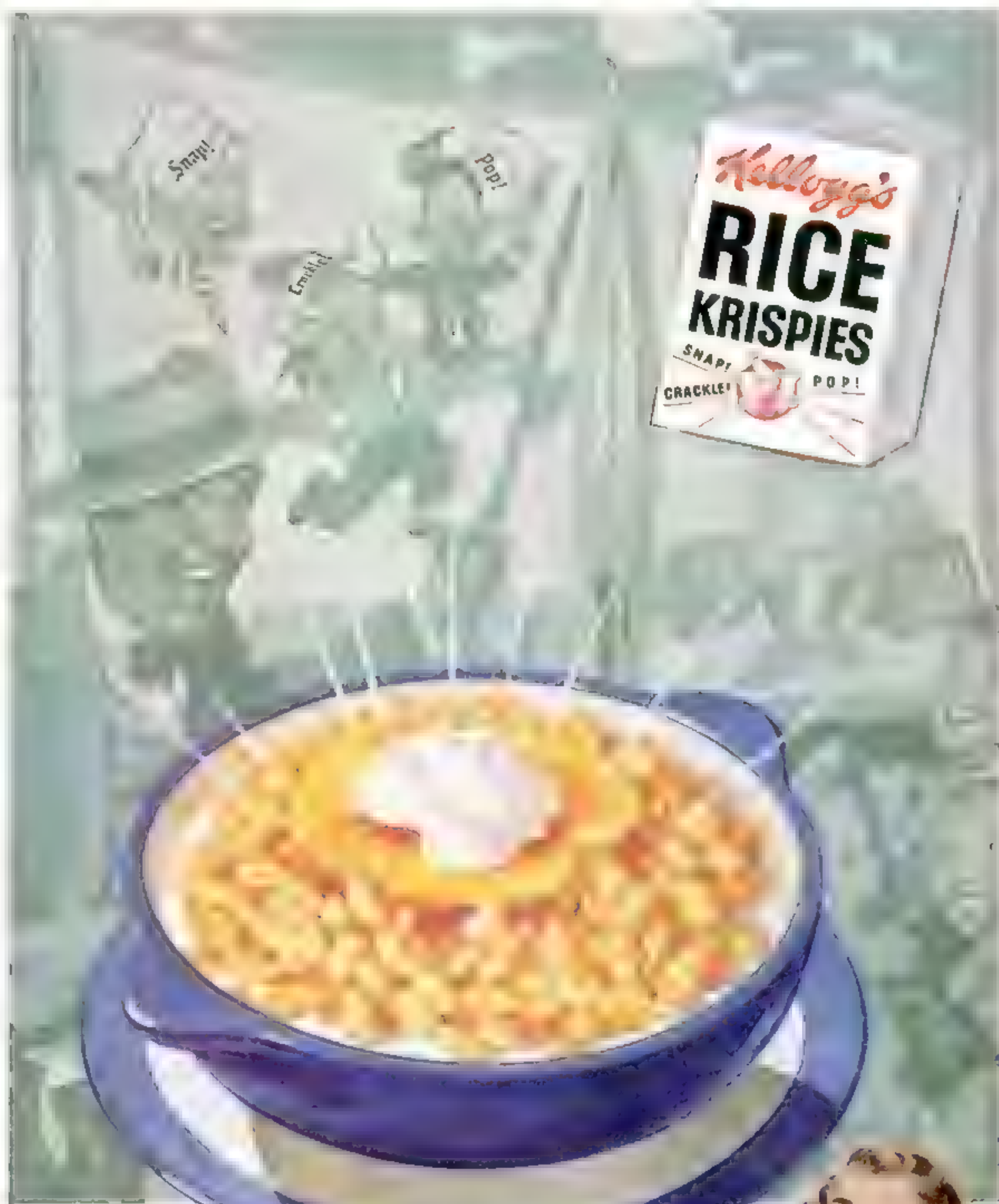
Happy Confession.

"I truthfully didn't expect my Kellogg's Initialed Signature Silverware to be so beautiful!" writes Joyce Eley, of Bayonne, N. J. "Of all the silverware offers I think yours is the loveliest!" Begin with 4 Signature teaspoons—for only 3¢ with white-star one from Kellogg's VARIETY. Description on package insert. List of complete service and prices comes with teaspoons!

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STEP RIGHT UP! HEAR THE TALKING CEREAL!

Nourishing rice—so crisp it says **SNAP! CRACKLE! POP!**



Variety always wins the prize,

Seven kinds to appetize.

Fussy folks eat with zest,

From 10 boxes of the best.

Mother Knows Best!





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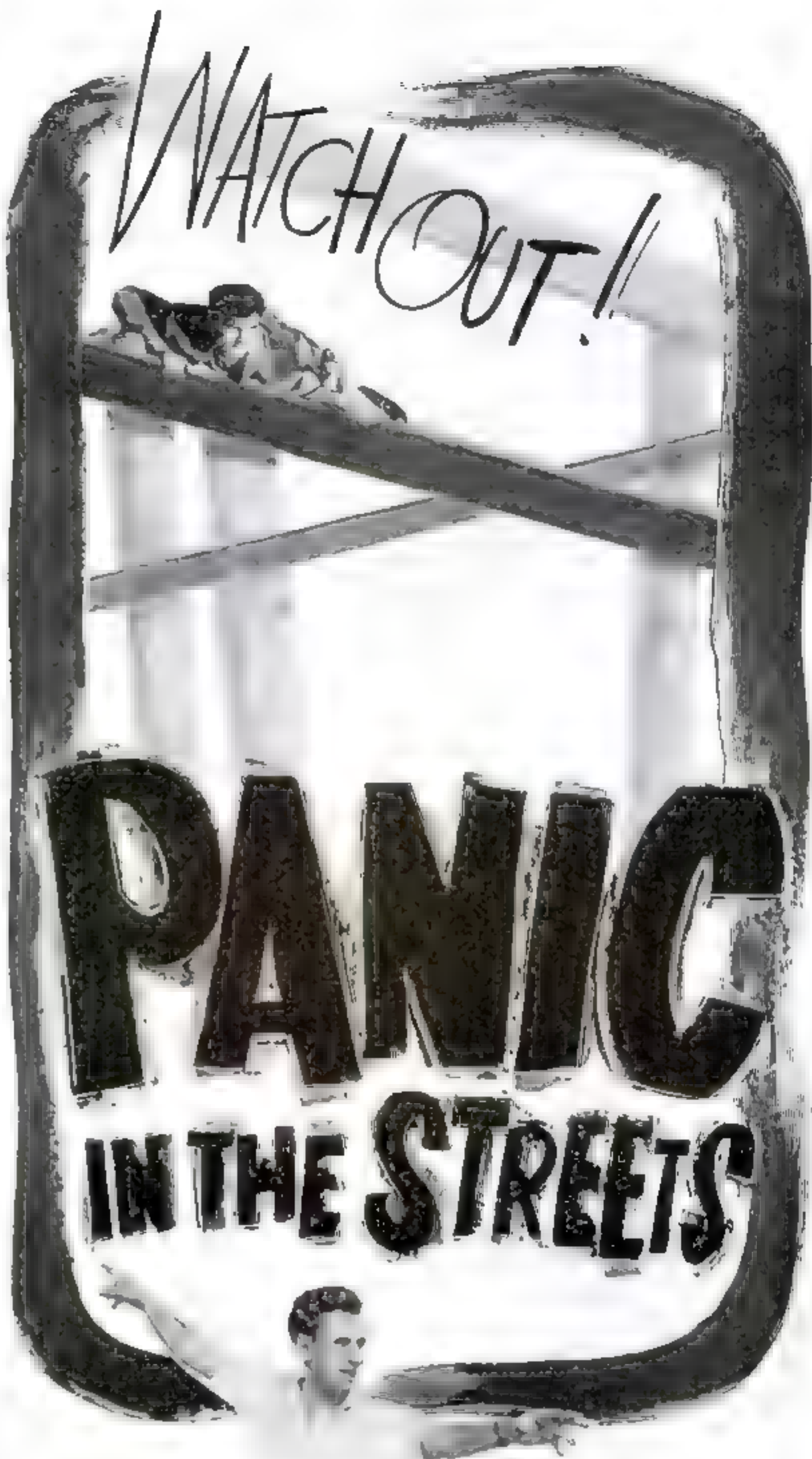
LIFE'S COVER

The young ladies frothily cooling themselves on the cover are participating in the bubble bath finale (pp. 63-67) of the Broadway hit, *Peep Show*, and offering pleasant proof that show business makes pretty bathfellows. At left is Rosemary Williamson, 23, who in other shows has played straight girl to Funnymen Ed Wynn and Bobby Clark ("With Wynn I made faces; with Clark I gurgled"). At center is Ronan York, 27, who once won a contest as "the dreamiest girl in show business"; at right is Kaja Sundsten, 19, who has danced in the New York City Ballet, is now in her third Broadway show.

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NARD HOFFMAN, BY BERNARD HOFFMAN	78—DAVID DOUGLAS DUNCAN
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94—JUN KIKI	96 THROUGH 100—ALAN GRANT
98 THROUGH 100—HOWARD SOCHUREK	100—DAVID E. SCHERMAN

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Elia Kazan
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LIFE

1946



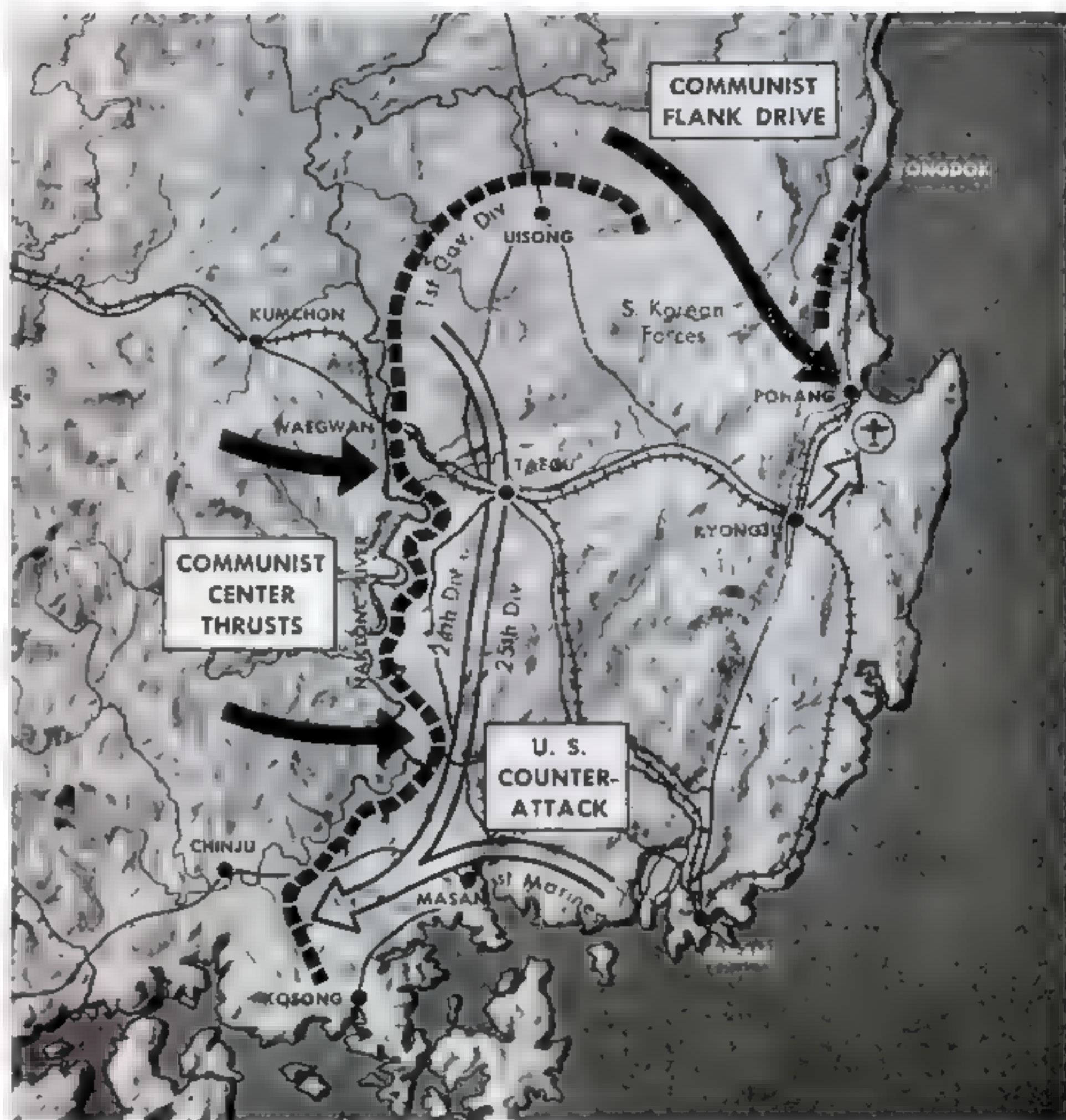
U.S. COUNTERS MASS WITH MOBILITY

FOR the challenge of superior Red mass, the outnumbered Americans fighting in Korea last week tried a new answer: superior mobility. As a result, though the war was still dirty and waged desperately on a battered, insecure perimeter, our troops demonstrated that they had achieved the power to do something besides fire and fall back after seven weeks of battle.

The late General George Patton's old lieutenant, the Eighth Army's rough and ready commander, Lieut. General Walton H. Walker, staked mobility against Communist numbers in a daring gamble (pp. 18-21) that won back a 12-mile salient on the southwestern flank of the shrunken beachhead. With the help of the first U.S. Marines to go into battle, the 1st Provisional Marine Brigade (pp. 16-17), he turned back a critical enemy thrust to the chief American-held port, Pusan, and by doing that probably saved the entire U.S. position in Korea.

When the Communists countered by pushing toward Pohang's airfield, the best U.S. fighter base in Korea, General Walker rushed mobile reserves there to help South Korean forces to hold it a while longer. And when, at week's end, the central front felt heavy North Korean pressure again, Walker rushed thousands of men back there again from the firmer southern line.

In this 10-page article four LIFE correspondents and photographers tell of last week at the front. They start with the story of a splendid officer, Colonel John Michaelis (below), whose infantry regiment stood alone for a time, before the American counterattack opened, between the hard-driving Communists and vital Pusan.



U.S. BEACHHEAD in Korea is shown by this map which represents Aug. 13 battle lines. White arrow

shows how 25th Division saved Pusan. Meanwhile Reds continued pressure in north and in Taegu area.

by JOHN OSBORNE

Senior TIME-LIFE Correspondent in the Far East

MIKE MICHAELIS is a very young 37, tallish and slender, with silver gray hair. A paratroop commander in Europe during the last war, he was badly wounded at Arnhem, was McAuliffe's chief of staff at Bastogne. In Japan as a lieutenant colonel, he was plucked from Eighth Army headquarters, given command of the 27th Infantry Regiment on four hours' notice, and he first laid eyes on his outfit when it landed in Korea. Since then the 27th had fought clear around our perimeter, from north to south, and just before I met Michaelis at a forward command post, the regiment had been rushed down to the southern front to hold off the North Koreans, who then seemed about to seize the southwestern area and Pusan by default. The fact that matters improved in that sector was largely due to Michaelis and the 27th.

Already it was the boast of Colonel Michaelis and of his men that, in a war up to then distinguished by our retreats, the 27th had never abandoned a position except under higher orders. One afternoon, while I lay watching within earshot of the regimental command post, Michaelis and his artillery officer directed the putting

of some 300 rounds on one hilltop. Later on a company took the hilltop, without casualties, and I heard Michaelis say over his field telephone to the young company commander, "You see, maybe that will show your men that they don't always have to get killed to get somewhere. Maybe that will show 'em we've got the finest artillery in this army."

That night in the command post every few seconds one of the field telephones would ring with word from a battalion or company or platoon or division headquarters, and nearly all who telephoned required some decision from the colonel. He had not had a solid night's sleep in five weeks, and during a pause his helmeted head fell into his hands. Suddenly he stirred. He waved his hands at the telephone wire and said, "You know, it's kind of interesting being at the center of things with so much going on and so much to do."

A sergeant gave me Mike's measure. "The colonel," he said, "he's going to be a big man in his army—or a dead one." On the day I left his area, Mike Michaelis was notified that he had been promoted to full colonel in the field.



COLONEL "MIKE" MICHAELIS AT KOREAN FRONT

← **DUCKING FOR SHELTER**, troops at an Army-Marine motor pool seek protection from enemy mortar blast in Masan area. Two Marines were killed, five wounded in the attack, photographed by Duncan.

KOREA CONTINUED

WHERE 27th HELD, THE MARINES

by DAVID DOUGLAS DUNCAN
Life Photographer-Correspondent

AT first, as dusk swept down from the mountains and across the paddy fields, the night of Aug. 6 was serene and star-filled and very beautiful. No sound came from the land except the low snoring of the Marine curled up in the next foxhole. Then, in an area that the Army had assured us was cleared, the Red artillery barrage burst among us, and it became a night of trying to worm deeper, tail first, into the earth.

The heavy stuff was the worst when it came walking along our ridge seemingly bent upon shoving its stinking fist into every hole. Tom Lambert of Associated Press and I lay rigid and waiting. We were also cursing our carelessness, for we had dug the hole too short, and there was no place else to go as the explosions moved all around us. We could both stand it spoon-fashion for a while, but then, when we had to turn, our legs would buckle and up would go our knees into that dismal world of whistling steel. An enemy high-velocity gun opened fire from the next mountain range to the west, and its report and the shell seemed to smash against us almost instantaneously.

For a moment, when the heavy stuff paused, we muttered hopefully to the Marines in the next foxhole that the Commies must have run out of ammo or lost the target map in the darkness and brambles of their mountaintop. No such luck. More shells came groaning in, this time to stalk down the river bed below us, feeling for our own howitzer batteries which had arrived only that afternoon. We were sending out answering fire now. Finally the artillery on both sides stopped firing, just before sunup.

To the Marines, that morning of Aug. 7 was important. It marked the eighth anniversary of their historic landing on Guadalcanal, the first American ground offensive of World War II. And it had been chosen as the kickoff day for the first large-scale infantry offensive by the United Nations' forces in this Korean war.



GENERAL CRAIG (RIGHT) HEARS CAPTAIN REPORT

Lambert and I had just stumbled down the hillside, stopping at different terrace levels to scrounge bits of breakfast from Marines prying open their rations, when a helicopter came churning down the valley. It landed in the river bed near the howitzer batteries, and we spotted the snow-white head of Brig. General Edward A. Craig as he stepped out and put on his steel helmet. He had come up from his rear area mountainside headquarters to direct the assault. I watched a slow smile start across his lean, deeply tanned face while his cool blue eyes swept around the nearby hills, and I knew that this veteran of Bougainville and Iwo Jima could take anything that Korea could hand him and would dish out a lot in return.

And then these thoughts were interrupted by that old familiar bucket-swinging swoosh of mortar shells dropping into the river bed. Great geysers of mud and gravel mixed with red-hot fragments shot into the sky—and so did the helicopter. Before another bracket of shells could fall, the 'copter was halfway down the valley, General Craig was in a jeep headed for his command post on the mountainside, and



ON KOREAN TRAIN headed for front, two Marines sleep in vestibules while others eat, clean guns.



MARINE TANKS, new 45-ton Pershings, move along through the dusty brush at dawn toward the

jump-off point for Marines' first attack. These tanks helped the infantry to recapture 12 miles in six days.



WHITE PHOSPHORUS, fired from a North Korean mortar, lands in valley below two Marines who

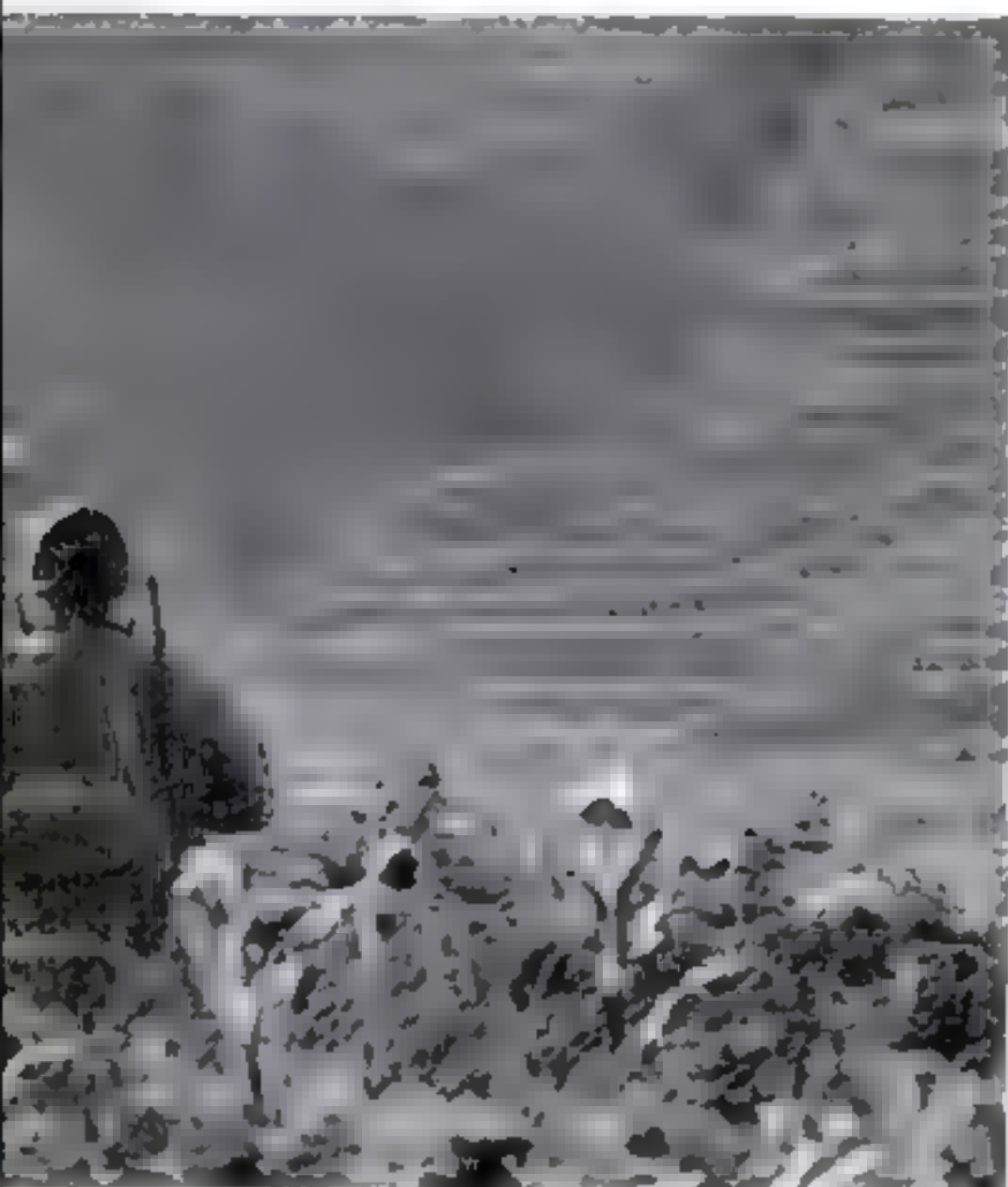
LAUNCH ATTACK

Tom Lambert and I again were diving for the nearest cover. We skidded between a nearby 105 mm. howitzer and an old stone-and-mud wall just as the next two shells burst right behind us. From then on, the whistle of incoming fire merged with the screeching of fragments that ripped overhead while exploding shells fused with each other. The river bed hit me in the chest and belly and legs, then hit me again, and in my mouth the smoke and dust were acid.

The Communists' accuracy amply proved the efficiency of their observers, hidden in the crags above us, and also the really great marksmanship of Russian-trained gunners. Only the fact that the Marines were dug so deeply into the shoulders of the ridge kept the toll from being fearful. Even so, muffled cries for corpsmen came from the swirling dust along the mountainside and told sadly once again of the wounded and the dying. I thought to myself that this was one hell of a way to launch the "big offensive"—which actually started hours behind schedule because of factors beyond the control of the Marines.

It was nearly 8 o'clock, and except for the junk flying through the air after each explosion, the only thing I saw moving was a lovely emerald dragonfly which balanced for a moment on the back of my filthy right hand, then darted away across the shuddering river bed.

Just when it had begun to seem that the North Koreans' supply of ammunition was inexhaustible and the Red gunners tireless, a new sound echoed down from the peaks, but this was good—very good. Marine Corsair fighters were circling high over the hostile mountains. They were answering an emergency radio order from the general's C.P. An artillery spotter plane moved over from another sector of the front to point out targets. Then the Corsairs began to straighten out in diving attack runs. Rockets whoomed down into the crags, wing cannons ripped off burst upon burst, and the enemy began getting his first taste of Marine medicine.



have just moved in to the area of hills and terraced fields and are making their way to their first positions.



IN GUN PIT, dug out of red clay, a Marine stands guard with a Garand rifle slung over his shoulder and

a .30-caliber machine gun at his feet. The man running toward him carries a Browning automatic rifle.

THE GENERAL GAMBLES

by JAMES BELL

TIME-LIFE Correspondent

In those critical days at the beginning of last week Lieut. General Walton ("Johnnie") Walker was everywhere at the front. His omnipresence was reminiscent of the famous cartoon about Eleanor Roosevelt and the coal miners. In fact twice I heard the tag line, "My God! There goes General Walker!" But Johnnie was as grouchy as an old bear with bunions. The U.S. 8th Army commander in Korea was in the middle of his biggest gamble of the war. He was pulling Major General William B. Kean's 25th Division out of the center of his line (map, p. 15) and shifting it 150 miles in two nights to the southern coast, where a Communist drive threatened the U.S. supply port of Pusan. Walker's staff treated him with kid gloves, never knowing when he was going to bite. But late last week, when it appeared that the gamble had succeeded, the general was as sweet as a cherub. He exuded good humor at his headquarters, which is probably closer to the fighting front than any Army headquarters ever has been.

There Johnnie Walker plunked his powerful, barrel-shaped body into a camp chair and talked about his gamble. This successful "history-making maneuver," he said, had been something of a miracle. With the Communies in the south driving toward Pusan, and those in the Kumch'on area striving for a breakthrough at the Naktong River, he had to make a decision.

"If the Reds had taken Pusan," he explained, "we would have been destroyed. But there was also Kumch'on to be considered. If the Reds had hit us hard there, we could not have drawn out the 25th to send it south."

Walker chose to secure Pusan, then defended only by the battered 19th Regiment. It was reinforced by Colonel John ("Mike") Michaelis' 27th Regiment, which took up positions west of Masan. The 27th held magnificently while the 1st Provisional Marine Brigade and the newly arrived 5th Regimental Combat Team were being swung into line. These two fresh and beautifully equipped outfits, fitted together with General Kean's 35th



"JOHNNIE" WALKER

THE 25TH ADVANCES in motorized column past Korean refugees. They are rushing along a highway near Masan, in an offensive to secure U.S. beachhead.

CONTINUED ON PAGE 20



IN A RICE FIELD near Chindong, Negro infantrymen take cover as the first U.S. counterattack gets under way. This was a few miles west of Masan, where

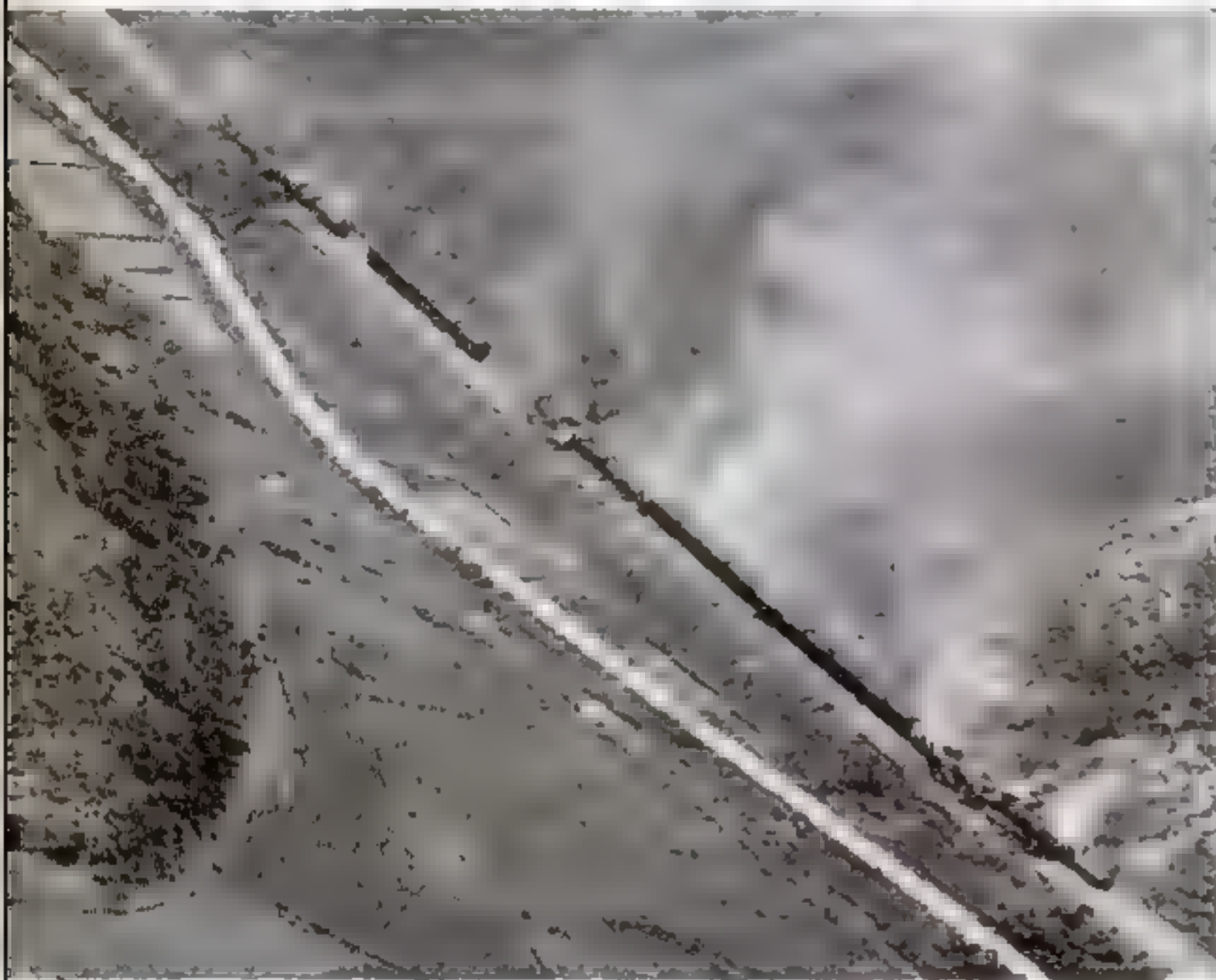
they had been rushed from the central front to defend the port city of Pusan against the Communist drive. This rice will be ready to harvest in about a month.



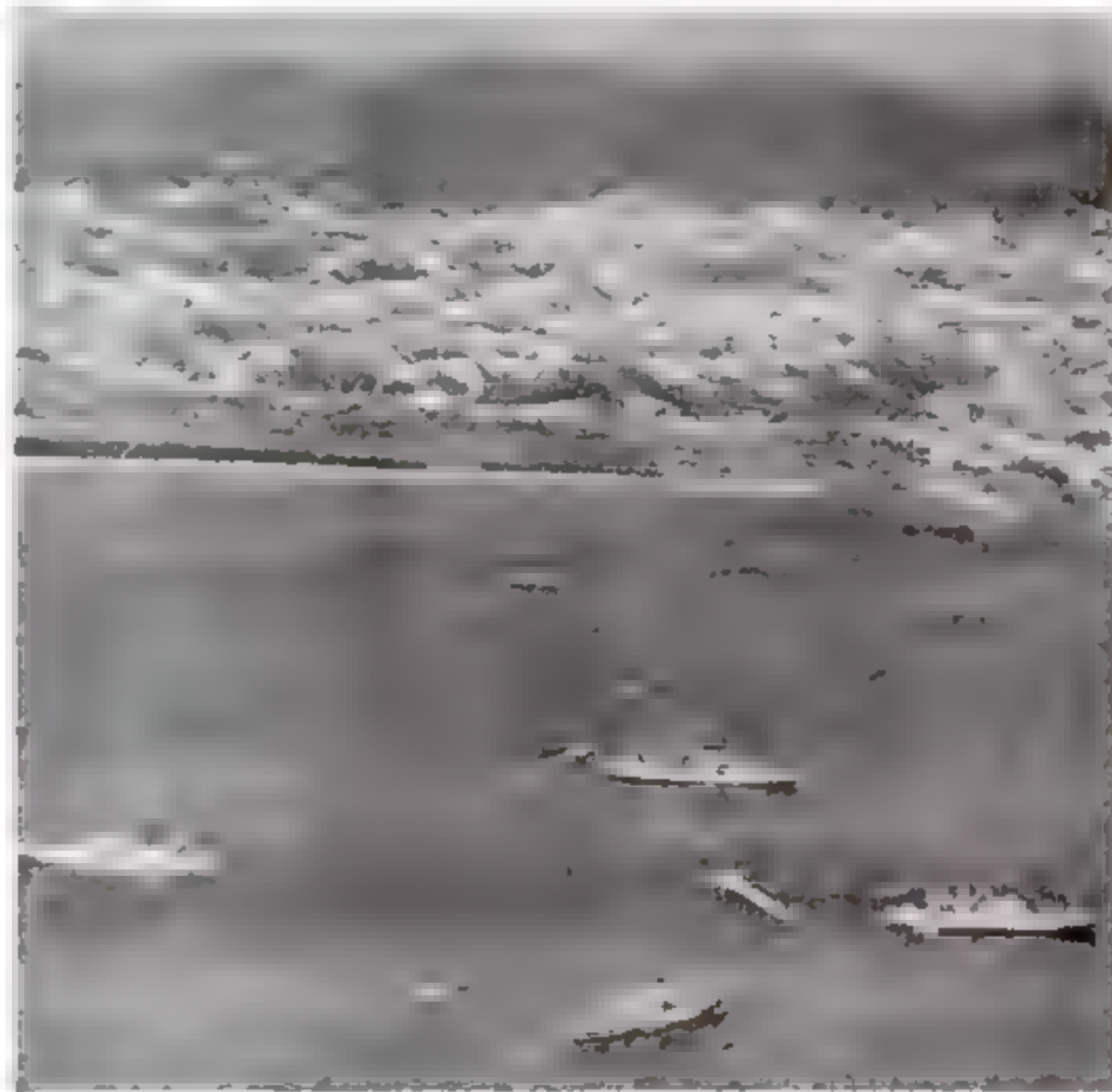
IN SWEAT-SOAKED UNIFORM Corporal Olin Lann of Farm Haven, Mo., stands grimly beside a jeep after arrival on the Masan front. Clips of 30-caliber

cartridges are hanging around his neck, and a bayonet is ready at his left hip. The 10th Korean heat made some of the toughest GI-land during the advance.

NAVY SUPPORTS AND SUPPLIES TROOPS



NORTH KOREAN SUPPLY TRAIN BURNS AFTER ATTACK FROM NAVY PLANES



U.S. NAVY SUPPLY SHIPS UNLOAD WAR CARGO IN THE HARBOR OF POHANG

KOREA CONTINUED

Regiment, were named Task Force Kean and told to push for high ground east of Chinju.

For 36 hours the U.S. push looked like anything but an offensive. Confusion wrapped the entire operation. The 35th Regiment to the north swung down fast. But the 5th RCT and the Marines were held back, apparently out of a well-founded fear for the northern flank of the push.

Twenty-four hours after the operation started, the enemy reacted. He moved a battalion into the hills overlooking the supply road, covered this road with mortars, automatic weapons

and small arms fire. "That enemy battalion is cut off, sure," said a senior officer, "but it's like having a tiger by the tail." Johnnie Walker raced to the area, took a look and ordered the drive to go ahead. At week's end the 5th RCT and the 35th Regiment had joined six miles east of Chinju, and the Marines had fought through to the southern end of the line, which is flanked by the sea.

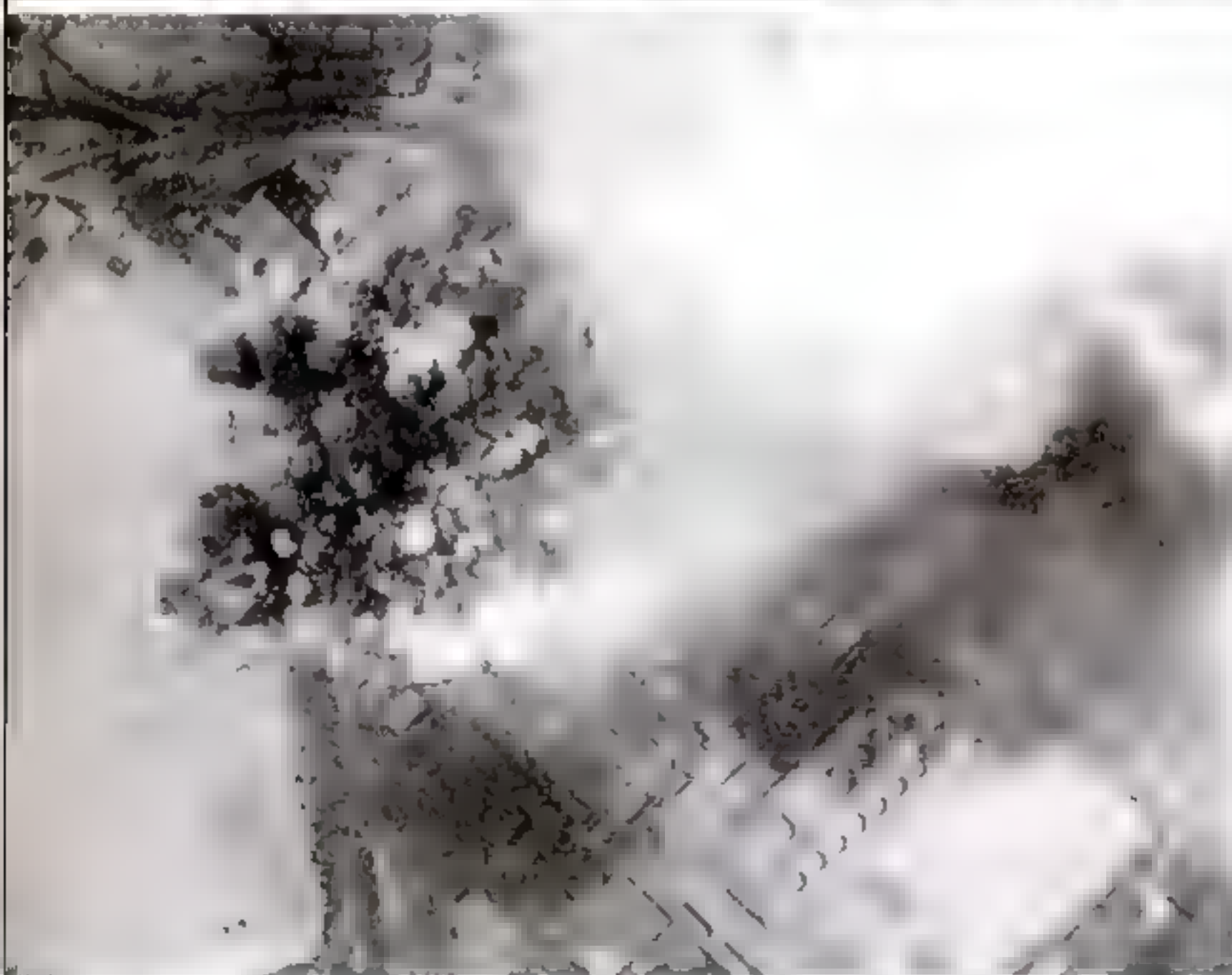
To Walker, explaining the maneuvers, the Communists had missed a great chance for a knockout of Pusan. He expressed surprise that they had not beaten him to the punch. "They operate Russian-style," he sniffed. "When they are committed to a plan they stick to it. Their

plan from the beginning was to drive down the Seoul-Taejon-Pusan corridor, and that's what they've stuck to."

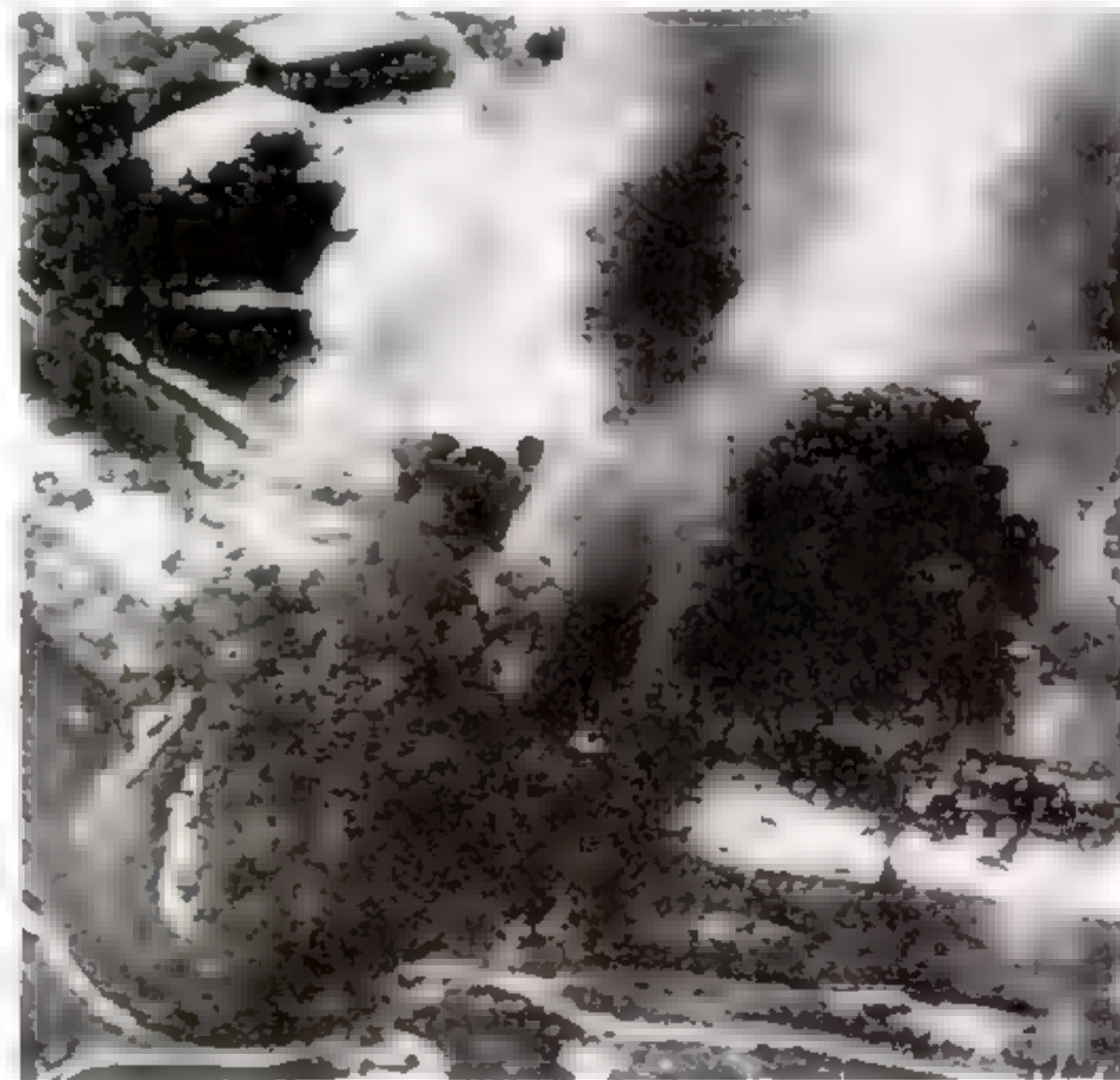
Having spoken, Walker turned back to running his filthy little war. There was a great deal more to it than Task Force Kean.

Last week I flew the Nakdong River line to see what it looked like as a whole. On the ground one gets the feeling that he is trying to report a football game by interviewing the left end, the right tackle and the fullback. The end says he blocked his man, the guard took his man out, the fullback went after the defensive center. Under such conditions it's pretty hard to figure how the score got to be 21 to 0 in the third quarter.

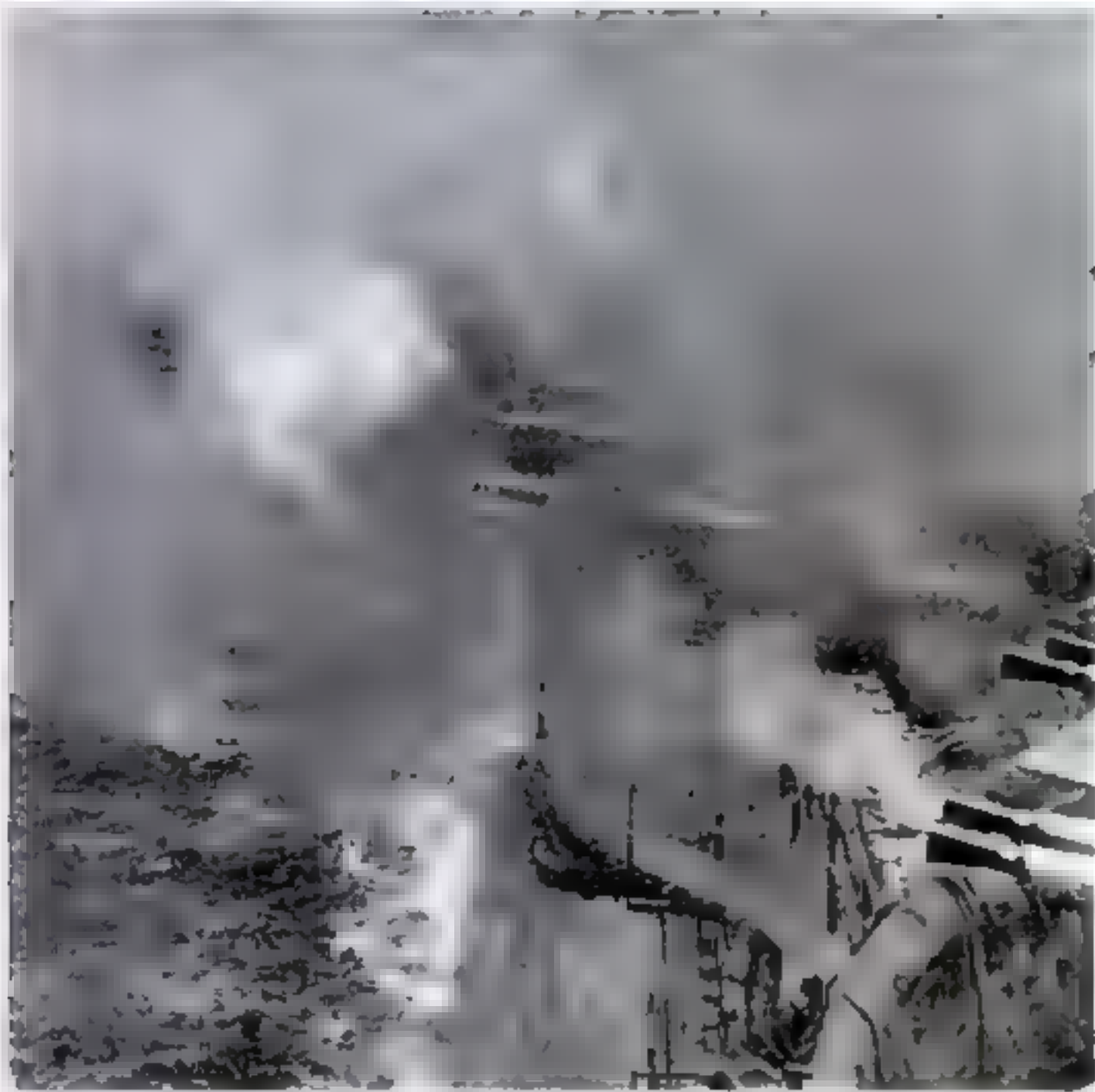
AIR FORCE BOMBS PLANTS AND VEHICLES



B-29 BOMBS BLOW UP EAST COAST CHEMICAL PLANT NEAR 40TH PARALLEL



A COMMUNIST SUPPLY COLUMN BURNS AFTER SURPRISE ATTACK BY F-80s



DUAL-PURPOSE GUNS ON "VALLEY FORGE" TEST THEIR FIRE OFF KOREA



CARRIER LISTS ATTACK SCORE OF PLANES, TRAINS, BRIDGES, TANKS, PLANTS

On the roads which parallel the U.S.-held bank of the river raced trucks, jeeps and an occasional tank. But on the enemy-held bank it was different—nothing but burning villages and spiraling towers of smoke. Now and then I saw a white-clothed peasant walking along a road.

The picture was deceptive of course. For on the west bank of the Nakdong there were twice as many divisions as in the whole U.S. bridgehead. I could see signs of the enemy. There were tank tracks crossing the sand bars. I saw more concrete evidence in the 1st South Korean Division area. There, in the middle of the dirty green stream, lay a knocked-out enemy tank. A few yards away, sprawled grotesquely in the

hot sand, lay a hundred North Korean bodies. On the west bank of the river there were two more burned-out Communist tanks, scorched a terrible black. In a small orchard 100 yards away were two more, lying on their sides in an area of burned-out trees. Above the orchard was a smoldering village. On the main road were two more tanks, black and deserted. A third lay on its side in a dry stream.

All these wounds had been inflicted by South Korean troops a few hours before. A fieldpiece got the tanks along the river and in the orchard. Those which got across were driven into the village, where they were attacked by Korean infantry who carried only rifles and grenades.

Getting in close, the South Koreans managed to pry open turrets and drop grenades inside.

We went south. In the 24th Division area the enemy had crossed the river and was trying to break out of a pocket to drive southeast toward Masan. Everywhere I looked there were artillery bursts, some of them ours, some theirs. East of Chujun we found a large group of U.S. soldiers mingling at a road junction. This was where the 35th Regiment joined the 5th RCT. We looked for the Marines, and I got my first happy reaction to this war. The Marines were in Kosong, which was clear off my map. I look forward with great eagerness to U.S. troops running off my map again soon. Maps are easy to get



A RUSSIAN-MADE TANK, KNOCKED OUT BY U.S. BOMBING, SITS IN THE STREET OF A RUBBLE-FILLED VILLAGE. THIS PHOTO WAS MADE IN ENEMY TERRITORY



CARRYING HOUSEHOLD GOODS, OX WAITS IN RIVER BED

REFUGEES GET IN WAY

by CARL MYDANS

LIFE Photographer-Correspondent

REFUGEES are handled hit or miss by the Americans. In some areas they have been removed successfully, in others they remain to be a problem when the battle begins. Fleeing the North Koreans, they stream southward in sad hordes, cluttering highways and getting in the way of the war. And always among them are Communists in disguise who turn around and shoot Americans in the back (pp. 76-85). On Aug. 6 the 1st Cavalry Division faced a big problem. There were 5,600 men, women and children with their household effects, invalids and oxen on the north bank of the Nakdong River. On the south bank Americans were dug in. Across the river in the hills were the enemy. With the almost sure danger that the refugees would be between two fires when the river battle opened up, it was decided to let them go through. Our officers and South Korean police crossed the river to screen them. Then, carrying their young and old and their drinking vessels made out of gourds, they came politely through our lines. The despair on their faces was an old story. I've seen it in Finland, in France, in China. In Korea only the costumes and scenery are changed.



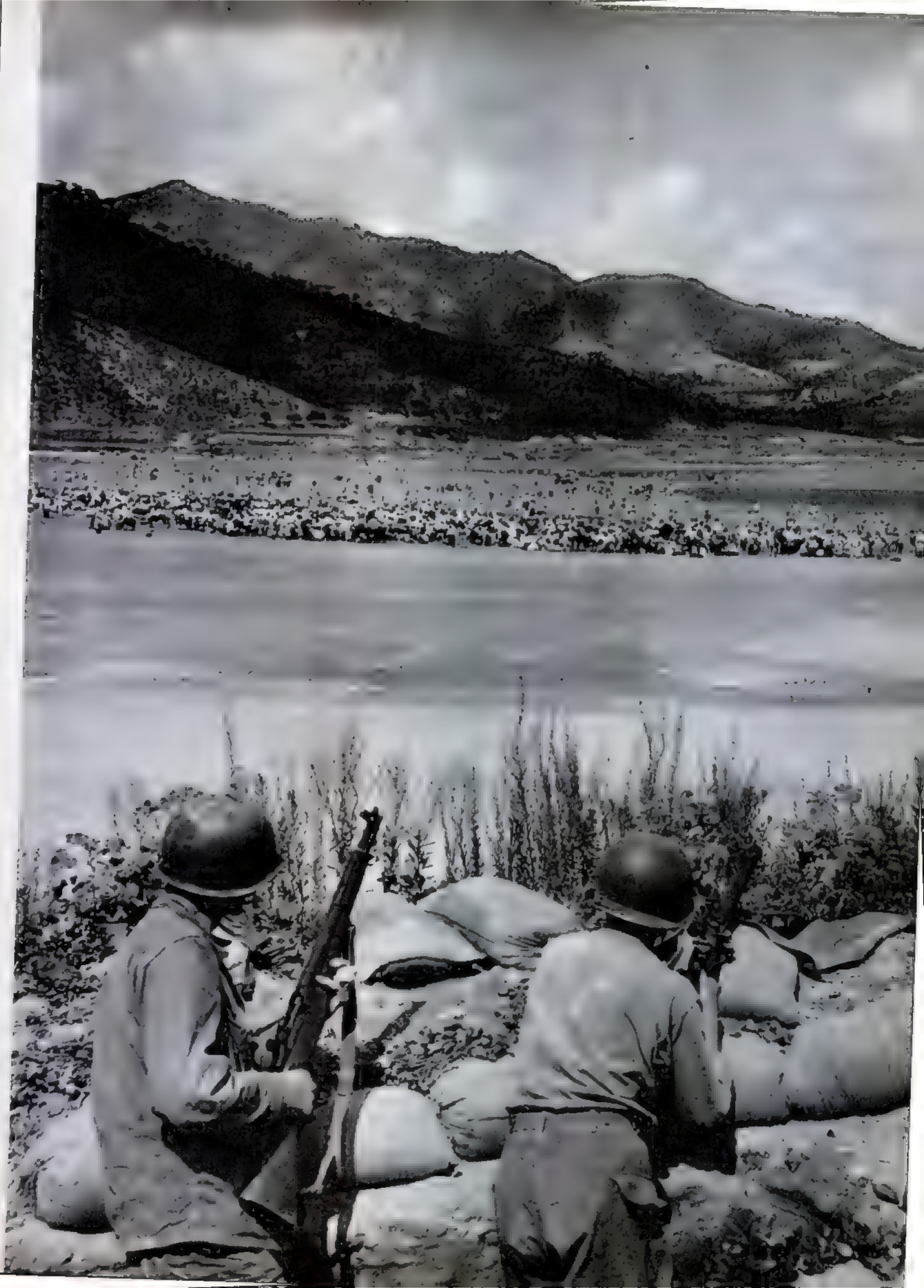
CARRYING FISH, a naked child trudges along ahead of her father, who carries bedmate on his back. This part of front had been quiet for 24 hours before crossing.



WADING STREAM after they have been frisked by South Korean police the fleeing men and women carry their pathetic belongings. American fighter planes

zoomed above to make sure the crossing was an entirely friendly one. River was easily forded because it is shallow, sluggish and only half a mile wide at this point.

GIs FACE REFUGEES ACROSS THE NAKTONG RIVER AND BELOW ENEMY-HELD HILLS—▶





GUN-TOTING GARAGEMAN near Trenton who was determined to keep his price up and his station

open during shutdown twice fire had struck and dealers. He thought it was not a good idea.



STRIKE LEADER John Dressler (left) congratulates fellow filling-station operator after strike vote.



CLOSED STATION in Union bears sign like 2,500 others which went up throughout state on Aug. 8.



AT LINDEN STRIKERS CLOG UP AN "UNBRANDED"

PRICE FRACTION BRINGS REACTION

New Jersey fights a gasoline war



VOCIFEROUS STRIKERS, having voted to close down, hold up placards they will display in windows.



STATION BY REFUSING TO MOVE UNTIL EACH OF THEM GETS A RECEIPT FOR ONE GALLON OF GAS

In New Jersey last week most of the filling stations were closed, and a million motorists were starved for gasoline—because somebody had taken a chance with a fraction of a cent.

Most dealers agree the big price war began last spring when a dealer in a little-known "unbranded" gas cut his price below the average of 24.9¢. Thereupon the big companies led by Sunoco advised their own dealers to make competitive cuts. By Aug. 7 the average was down to 20.9¢, and the dealers were going broke. On the 8th, 2,500 of them angrily drove to Trenton

and voted to close their stations and to "persuade" others to do the same. Their plans were simple: they would descend in swarms on non-striking dealers, order a gallon of gas and then harass the dealers with requests for water, air, windshield wiping, checks of batteries, tires and oil. In the face of this threat 1,000 of the state's 6,000 stations were soon shut tight. But on the 10th, Governor Alfred Driscoll hurriedly called a peace conference at which the dealers were talked into reopening—which they did, warily and ready for a scrap, at the old price of 24.9¢.



Figures insist that big oil companies are still getting a 13.6% profit while dealers' has shrunk to 2.2%.

FOUR-MILE-LONG CARAVAN of striking dealers halts beside U.S. 1 on way toward state capital. →





CHAIRMAN CONNALLY (LEFT) AND SENATE FOREIGN RELATIONS COMMITTEE MEMBERS WATCH SHOW



MANHATTAN STORE-WINDOW SET DRAWS CROWD

EVERYBODY WATCHES U.N.

If last week was a fateful one for the U.N., it was a humdinger for television. Everywhere that direct broadcast or coaxial cable could reach, Americans sat glued to their sets watching the exciting big show at Lake Success, from which the Security Council's proceedings were telecast without ever



REPORTER IS TOLD OFF AT THE SPICE COUNTER



REPORTER (LEFT) LOOKS FURTIVE AND ILL AT EASE AS HE PASSES SHOPPER PUSHING A MODEST LOAD

NOBODY LOVES A HOARDER

To see how the home front was holding up, Reporter John Keasler of the *Atlanta Journal and Constitution*, posing as a hoarder, wandered into a local supermarket and ordered 25 cartons of cigarettes. The angry salesgirl glowered at Keasler, then slowly began to stack up the cartons, counting



IN BROOKLYN HOTEL POOL SWIMMERS FORGET WHAT THEY CAME TO DO AND STARE AT RUSSIA'S MALIK



A TV ANTENNA SPROUTS FROM RUSSIAN MISSION

a pause for a sponsor. As Russia's Yakov Malik filibustered and tied the Council in parliamentary knots, as Warren Austin of the U.S. and Sir Gladwyn Jebb of Britain rose in their righteous wrath, the big show began to look as though it had been written by an old and particularly skillful

TV hand. There was a hero to cheer and a villain to hate, which was right in the best television tradition. By week's end Warren Austin had become a kind of folk hero almost as dashing as Captain I. Magination, and Malik was drawing all the scorn usually reserved for the ear-biting wrestler.



ANGRY WOMAN GLOWS AT REPORTER'S CART



SALESGIRL SILENTLY EXPRESSES HERSELF BEFORE FILLING AN ORDER FOR 25 CARTONS OF CIGARETS

each one in a voice that could be heard in every corner of the store. At the sugar counter the reporter greedily picked up 10 large-sized bags and thereupon was several times insulted, three times reported to the manager of the store and once accosted by two husky young men who hoped

to provoke him into a fight. At the spice counter Reporter Keasler piled several pounds of black pepper into his cart, turned to a customer and said, "I hear this stuff is going to be scarce." The customer considered this for a moment, then snarled, "What should be scarce is people like you."

NEHRU'S LEADERSHIP

ACTION IS THE TEST

Our main editorials this week touch on certain phases of the effect of words in winning or losing the world battle between Communism and democracy. Words are important, but action is important too, as is proved by recent news coming from Chinese communities in Indo-China, Thailand, Burma, Malaya and Indonesia. A few months ago, when Mao Tse-tung's Communists were driving everything before them in their conquest of China, Chinese merchants in Indo-China and Malaya were hastening to take out Communist party cards. Pictures of Mao Tse-tung were displayed in shopwindows all over southeastern Asia. But ever since President Truman's announcement that the Seventh Fleet will protect Formosa, the pictures of Mao have been disappearing and the queues for Communist party cards have been dwindling.

In other words nothing succeeds like a show of strength. Action is propaganda at its most effective best. Let those who criticize General Douglas MacArthur's trip to see Chiang Kai-shek in Formosa take note.

POLITICS AND DEFENSE

In a LIFE editorial for the issue of Aug. 7 we spoke of a "weird sense of irrelevance" in the Washington air. As part of this "irrelevance" we mistakenly reported that "Chief of Staff Omar Bradley, for instance, was worrying about the repercussions from calling the National Guard of a state where there is a close political fight this fall."

General Bradley is not "Chief of Staff," but Chairman of the Joint Chiefs of Staff. He quite rightly objects that the "selection of particular National Guard divisions was an army and not a Joint Chiefs of Staff matter." We apologize to General Bradley. In the nature of things there are indeed "political questions" which politicians have to take account of. But they certainly would not affect General Bradley's judgment.

When clichés become the basis of thinking on foreign policy, it becomes increasingly difficult to have an effective foreign policy. The cliché that the Chinese Communists were "mere agrarians" did much to keep the U.S. from making a true estimate of the danger of the Chinese Communist movement. The cliché that "Chiang Kai-shek is corrupt," which was repeated so often that it became a staple of conversation over highballs in the locker rooms of American golf clubhouses, kept the U.S. from making a proper comparison of the Kuomintang party's type of corruption with the terrible human corruption involved in any and all official Communist behavior. Due in large part to uncritical acceptance of these clichés, the U.S. went for five years without an affirmative China policy and now finds itself fighting for a precarious U.N. toe hold at the tip of Korea.

Now another cliché is in the air, the cliché that "India is the moral and spiritual leader of non-Communist nations in Asia." This cliché, if not precisely wrong, is at least an oversimplification of a complex matter. (For instance, Hindu India does not speak for the Asiatic Moslems.) But the really pernicious thing about this newest cliché is the implied corollary that India's judgment—or, more specifically, Indian Prime Minister Jawaharlal Nehru's judgment—on all things Asiatic is beyond even the friendliest sort of criticism.

If Nehru's judgment had been accepted a year ago, Communist Ho Chi Minh might now be ruling in Indo-China. And if the U.S. keeps on accepting his judgment, Nehru may

have no "non-Communist Asia" to represent.

Nehru is a great patriot, a great nationalist leader, a great Asiatic, a great citizen of the world and a thoroughly remarkable man. But Nehru's India is something else again. Its troubles, which have been presented most recently by John Frederick Muehl in a singularly graphic book called *Interview with India* (John Day Co., \$3.50), long antedated British rule in India, and they have not been solved by Britain's departure. Mr. Muehl reminds us that 80% of India's 350 million people live in six million squalid villages which are riddled with disease and oppressed by a tax system that keeps a third of the population perpetually on the verge of starvation. Walls are repaired with dried cow dung; moneylenders are so extortionate that to go into debt is almost worse than going into slavery. Nehru is a great and glowing personality, but not all his charm of diction and manner can make his harassed nation speak with confidence for all non-Communist Asia.

Nehru is a man on a tightrope. He doesn't like Communism, but he doesn't want to get a shaky and troubled India embroiled in a world fight against Communism. Moreover, as a nationalist, he doesn't want to oppose Communism in Asia when it appears as a force for nationalist liberation from "Western colonialism." One can appreciate Nehru's motives. But the U.S. duty is to promote a non-Communist democratic anticolonialism in Asia, and it can hardly obey the dictates of its own conscience if it kowtows to Nehru when Nehru speaks with the voice of the equivocal man.

MacARTHUR'S DETRACTORS

A considerable flurry blew up last week over General Douglas MacArthur's visit to Formosa. It got to such a point that the general himself took his mighty pen in hand and salvaged as follows:

"This visit has been maliciously misrepresented to the public by those who invariably in the past have propagandized a policy of defeatism and appeasement in the Pacific."

What goes on here?

There is no mystery. It is all quite simple if several facts are candidly stated. The facts:

Ever since 1946 General MacArthur has disagreed with much of U.S. policy in Asia. He did not believe that it was either desirable or necessary to let China be conquered by the Reds. But Douglas MacArthur is a soldier and there never was an American soldier more deeply imbued with the sense of the conduct befitting him under the American Constitution. That meant that he must deal with the responsibilities delegated to him—but no more. But, again, MacArthur is a man of ideas and of convictions and therefore in any sphere in which he is placed he must do his job with fidelity to his assignment and to his convictions.

On June 27 President Truman entrusted MacArthur with the defense of Formosa.

That for the first time gave him an opportunity to enter into personal contact with Generalissimo Chiang Kai-shek who saluted him as our "old comrade in arms." In visiting Chiang Kai-shek, General MacArthur did, of course, enhance the prestige of the Generalissimo and, more, sent throughout the people of Asia a current of new faith and hope that U.S.-U.N. and not the Hammer and Sickle would win the Struggle for the World including Asia. What did he do wrong? Most Americans—and British too—will applaud a man who by a handshake can do the work of a division or an air group.

Did he ask President Truman's specific permission to go to Formosa? So far as we are informed, no; he didn't have to; he had been given an over-all command within which he must use his own best judgment. He did. Hooray for him!

One more fact—a painful but we hope not a dangerous fact. There are still quite a few people in this country (left-wingers, academic high-brows and distinguished policy makers), who want Red China to have a veto seat in the U.N. and want the U.S. to make friends with Red Boss Mao. They suspect that MacArthur wants no such thing. They are dead right.

NEW ORLEANS MADE IT *Fine*



*Typical New Orleans
courtyard kitchen*

Campbell's MADE IT *Famous*

CHICKEN GUMBO SOUP

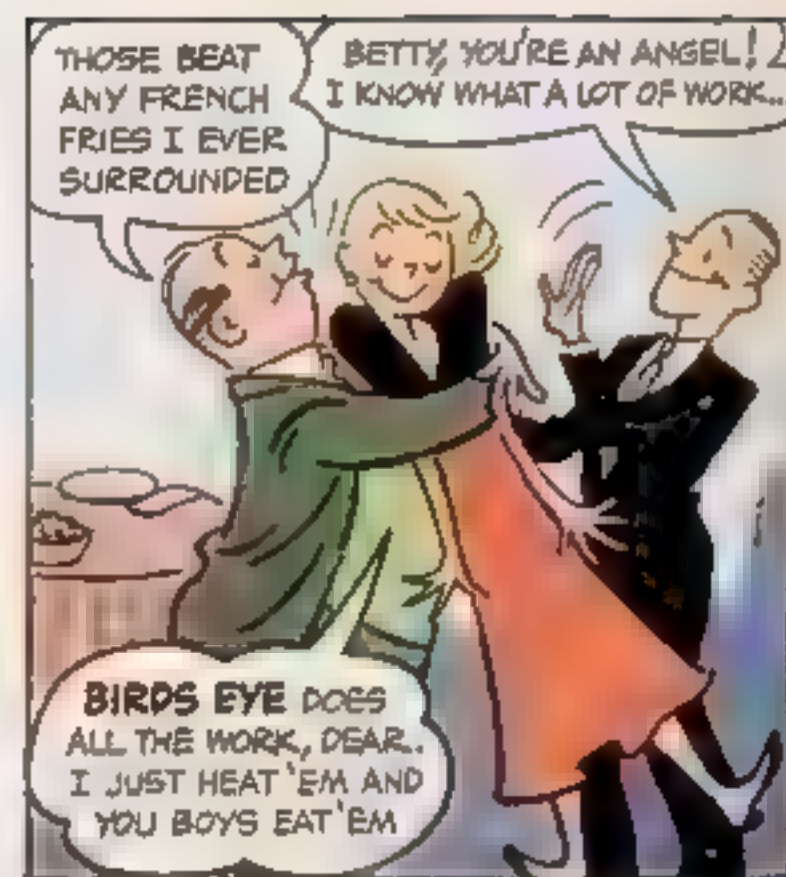
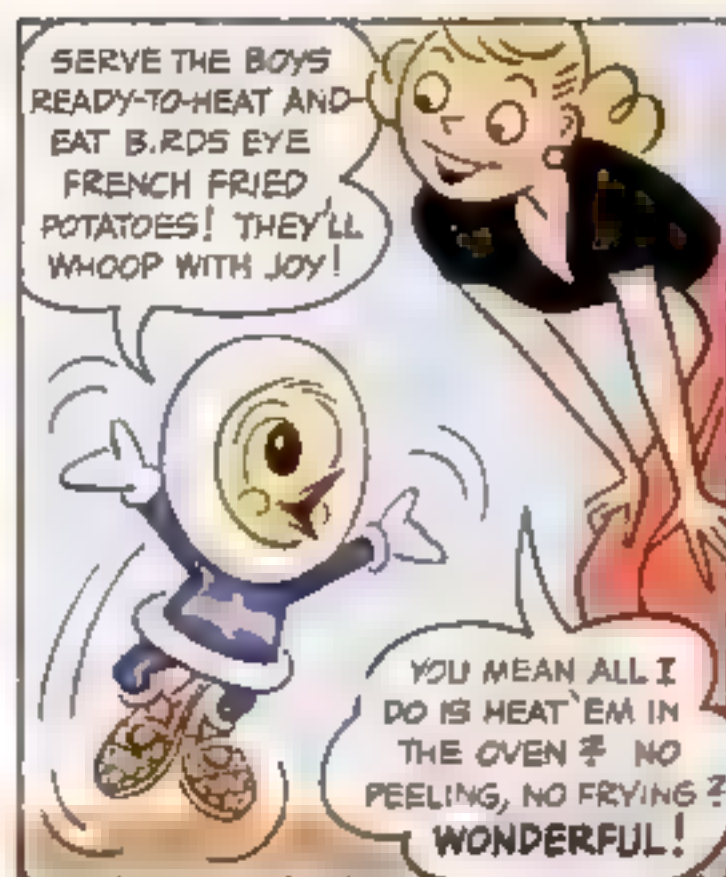
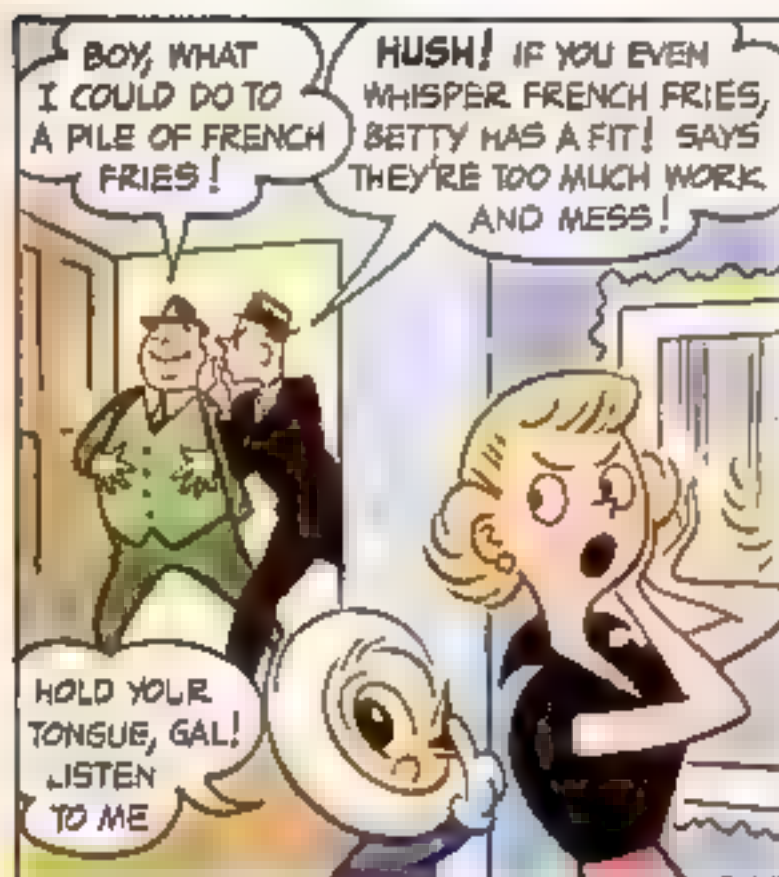


All across America people are saying: "What a wonderful soup this is! Have you tried it?"

Chicken Gumbo Soup, as made today by Campbell's, is rapidly becoming an all-American favorite. People take to this excitingly different chicken soup. They like the way it brims with good things: green okra, tomatoes, rice and, not least, those tender pieces of chicken! Have you had it yet? If not, try it soon!

I dance the night
In gay cotillions,
Then serve this soup
That pleases millions!





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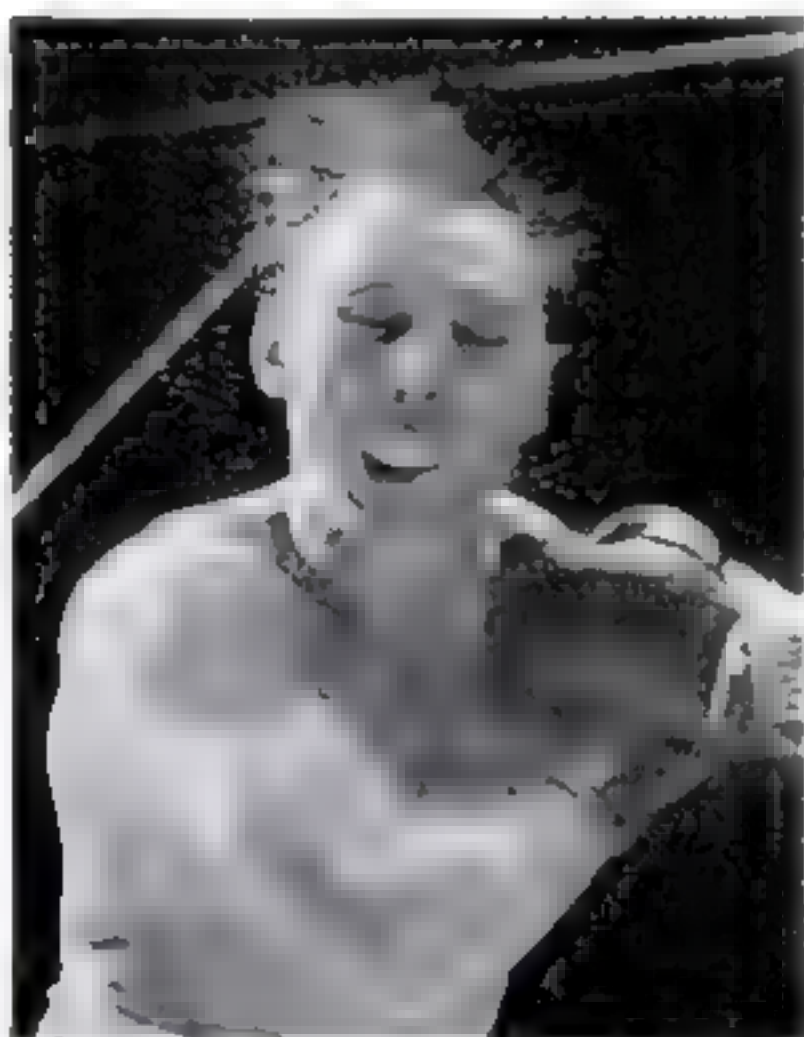


KEEPING COOL BETWEEN INNINGS OF GIANT GAME HE SAVED, THE PHILLIES' ACE RELIEF PITCHER JIM KONSTANTY SITS ON BENCH WHILE TRAINER FANS HIM

SPORTS HAS A GLOBAL WEEK

Last week sports were almost as global as international trouble. In Tokyo 15,000 spectators saw 21-year-old Hironoshin Furuhashi prove himself the world's greatest middle-distance swimmer. In Dover, England, Californian Florence Chadwick set a new women's record for swimming the Channel, while 17-year-old Shirley May France failed in her second attempt at the crossing. In Jersey City, U.S.A., Sugar Ray Robinson successfully

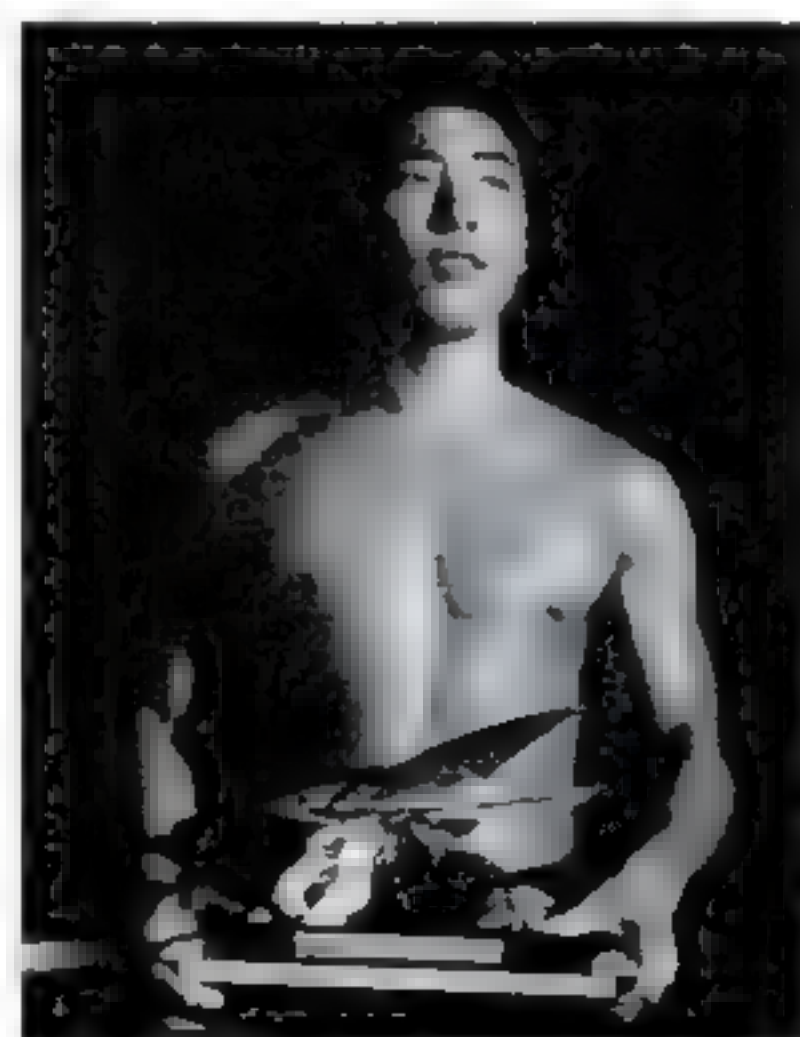
defended his welterweight boxing title against a retreating target named Charlie Fusari (below, left). But the most sports-world-shaking event to U.S. baseball fans was the continuing success of the National League's Phillies (LIFE, March 27). With the help of Relief Pitcher Jim Konstanty (above) and some base-running derring-do, Philadelphia had a five-game lead and looked like a good bet for their first pennant since 1915.



SOCK ABSORBER Charlie Fusari has face twisted into lopsided grimace by Champion Ray Robinson's left. Robinson won 15-round bout easily, never really tried for knockout.

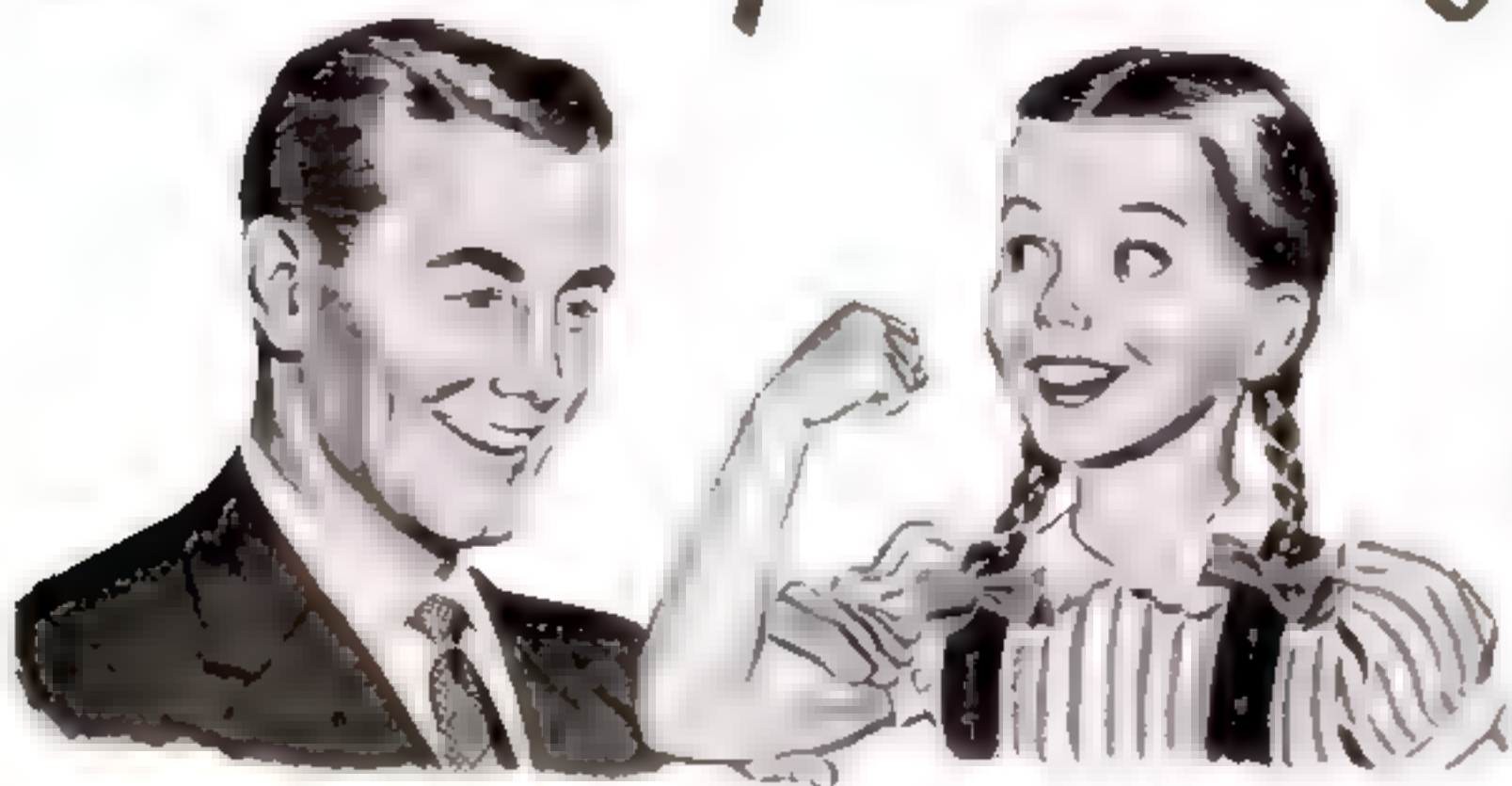


CHANNEL CROSSER Florence Chadwick, 31, rests after swim in shallow water before wading ashore. She covered 22 mile distance from France to England in 13 hours and 20 minutes, more than an hour faster than the mark set by Gertrude Ederle in 1926.



SWIMMING CHAMPION Hironoshin Furuhashi holds prize he won in 200 meters. In U.S.-Japanese meet in Tokyo, Furuhashi won three races, set world records in two of them.

Growin' Pretty: Growin' Big



Daddy's girl goes for PEP



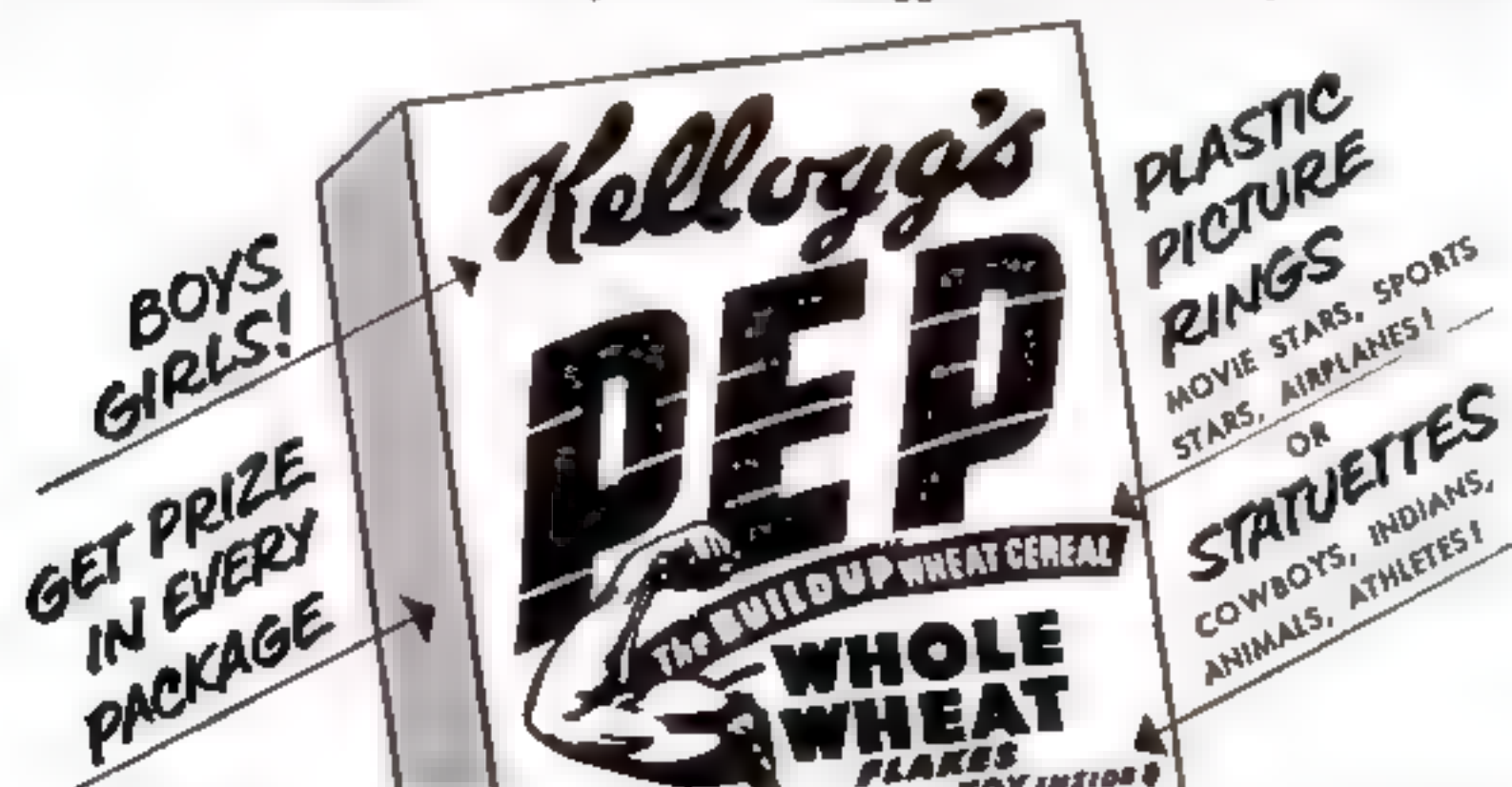
the "BUILD UP" WHEAT CEREAL

Crispy! Delicious! Crackling with all the nourishing goodness of wheat! PEP has more "builder-upper" vitamins than any other ready-to-eat wheat flakes cereal.

Only PEP supplies a full day's need of "Sunshine" Vitamin D in every bowl.

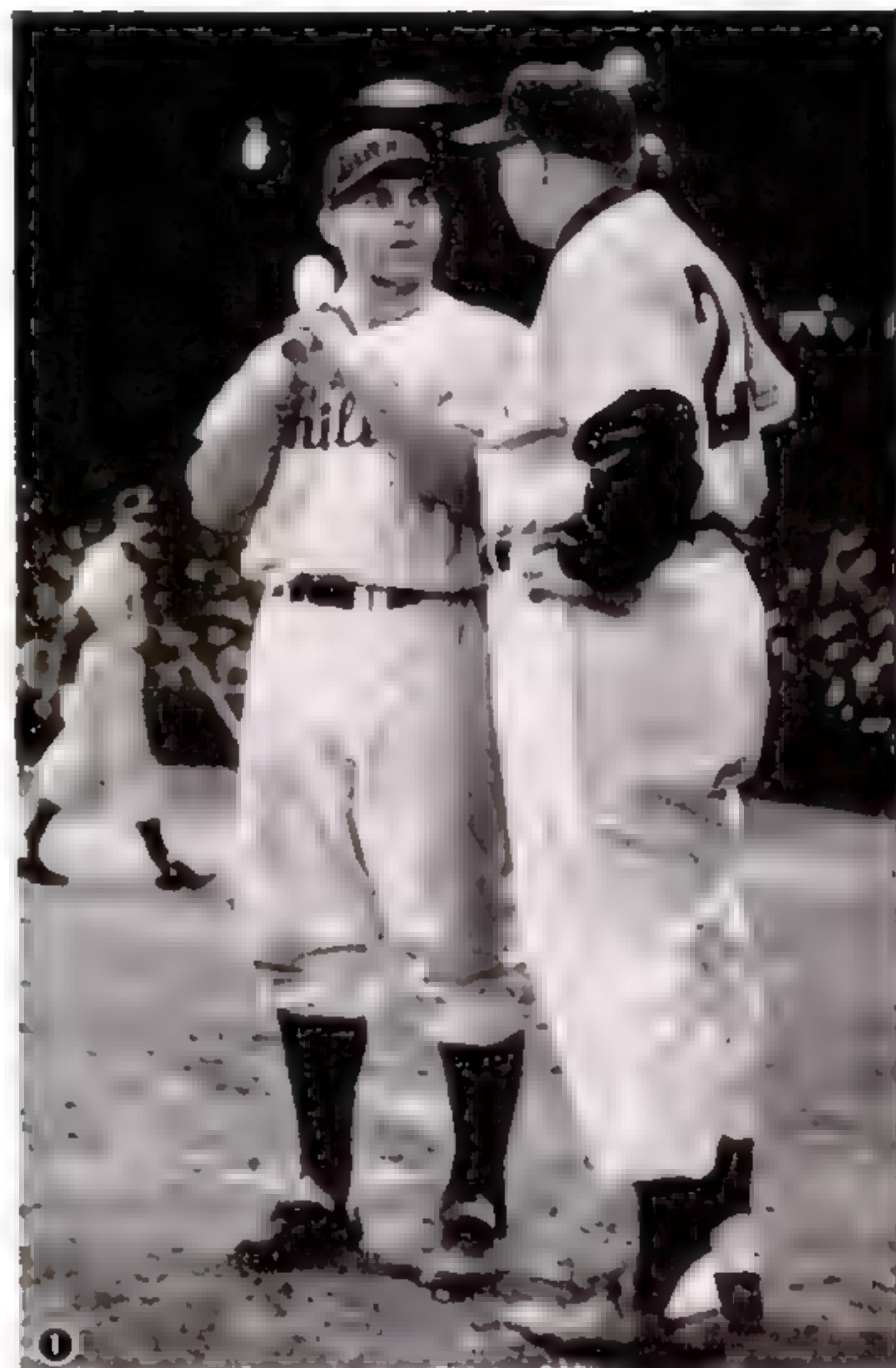
ful. Only PEP is twice as rich as whole wheat in Vitamin B₁. It contains iron too—essential for good, red blood.

So—for a bone-growing, muscle-building, tooth-developing, energy-giving breakfast—serve delicious Kellogg's PEP with cool, fresh milk.



Sports' Global Week CONTINUED

BOLDNESS ON THE BASE PATHS

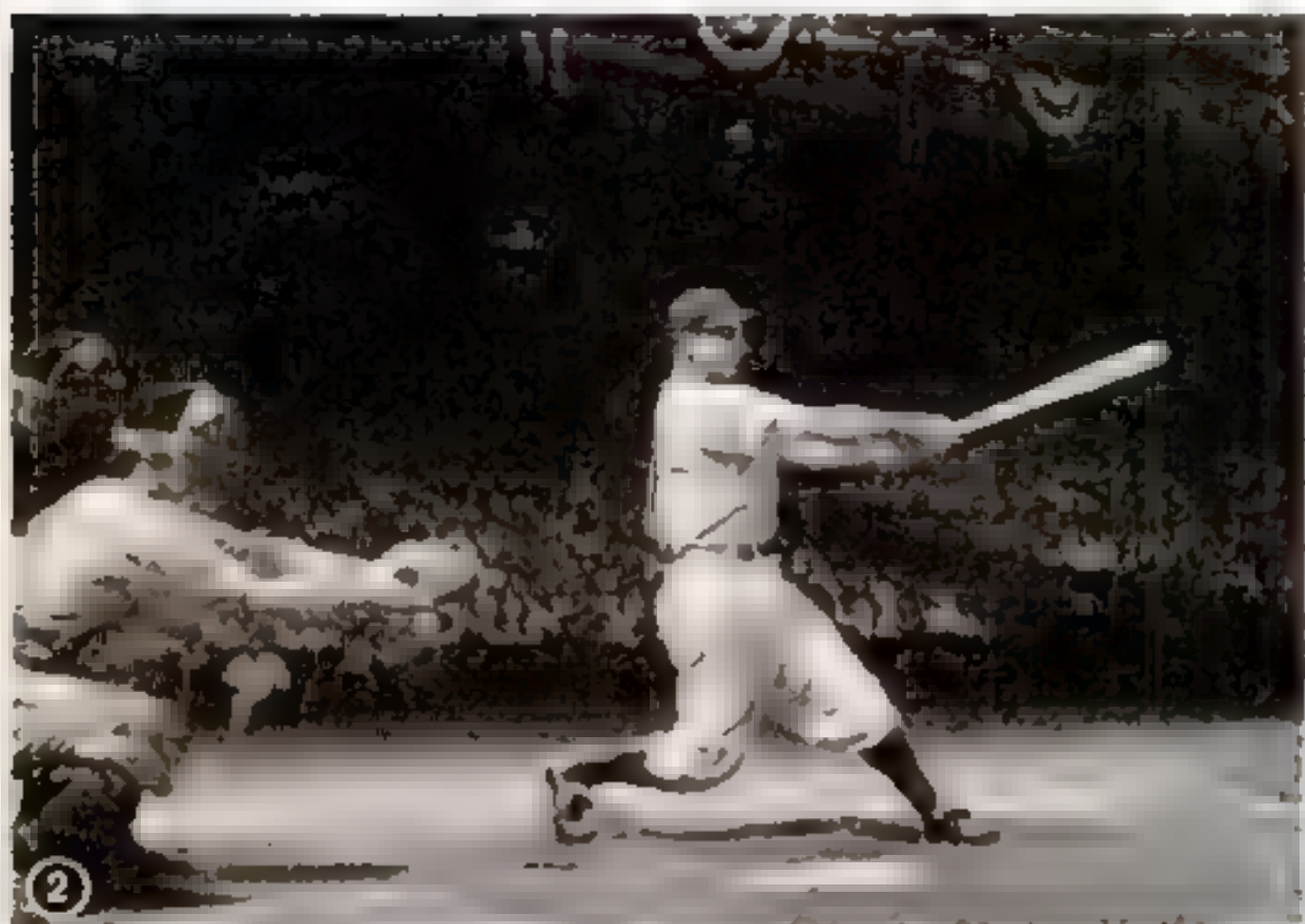


WITH SCORE TIED and man on first in 10th inning of Giant game, Phillies Manager Sawyer (right) instructs Andy Seminick, next Philadelphia batter.



A GOOD SLIDE across home plate ends the play and the game as Hamner piles into Giant Catcher Wes Westrum. The Phillies, who came back after

WINS FOR PHILLIES IN THE 10TH



A SOLID SINGLE by Batter Seminick to center field starts the play. The runner leaves first at the crack of the bat and advances all the way to third.



A BAD THROW comes from hurried center fielder. Here runner, Granny Hamner, starts for home as Giant third baseman (left) turns to chase ball.

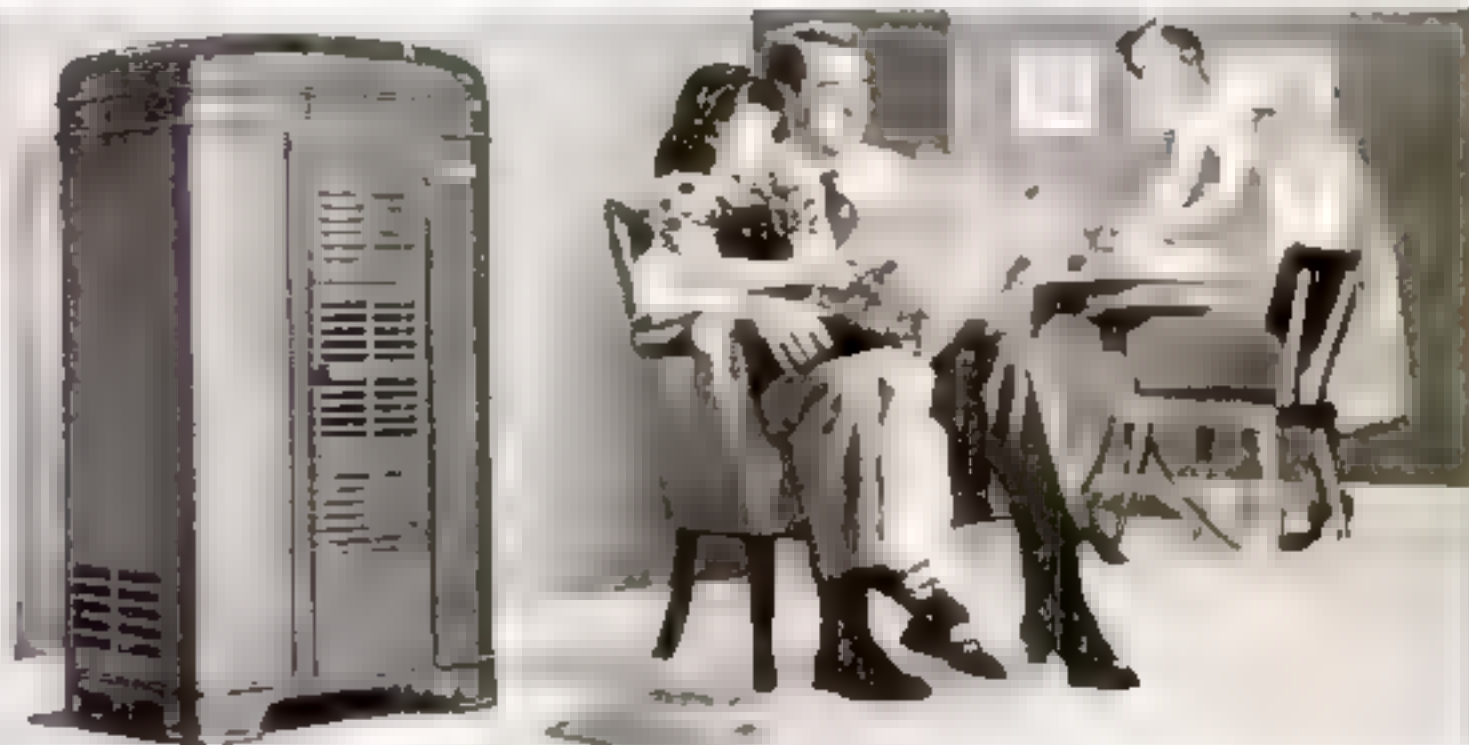


having been four runs behind, won, 6-5. Bespectacled Jim Konstanty, who has pitched 51 relief assignments this year, saved his third game in as many days.

CONTINUED ON NEXT PAGE

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LESS TANK



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Dual Chamber Burner is cleaner-burning, quiet, gives you more heat from every drop of oil. Money-saving Waste Stopper and Automatic Draft Minder. In brown finish, it's model 717 at your Duo-Therm dealer's!

Duo-Therm Fuel Oil Heaters, for 1 to 6 rooms, from \$52.95 to \$129.95
(Prices quoted less tank. Attachable tank, \$7.00 to \$10.00.)

America's most-for-the-money gas heater \$44⁹⁵



Meet the Mayfair, a handsome new Duo-Therm gas home heater that's a picture of modern efficiency. *Contour-styling* brings you a heater that's trim, smart, compact. Beautiful Sunglow finish. Fully vented. Clean, safe, fast-cir-

culating. Famous Equallume Burner gives you abundant heat from any type gas, including bottled. Model 1101 shown. Also available with cheerful radiant front (model 1102). See them at your Duo-Therm dealer's now!

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New! Automatic Gas Floor Furnaces by Duo-Therm! Concealed heating that provides "furnace comfort" at lowest cost for homes with or without basements. No duct work required. With floor grille (shown) or Dual-Wall (between-room) registers. Automatic shutoff. 10-YEAR WARRANTY.

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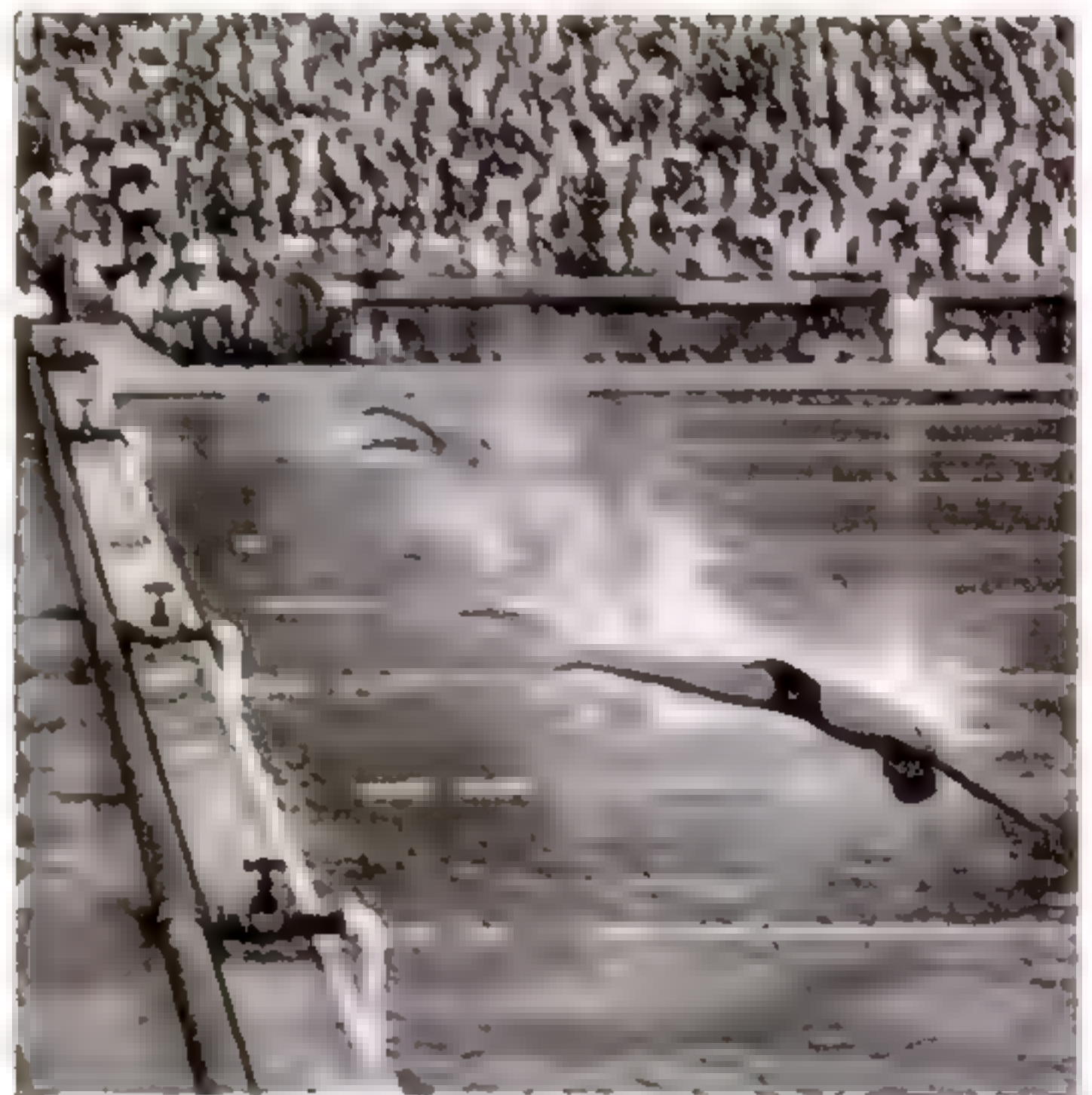
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SURPRISE WINNER in 1,500-meters was Hawaiian Ford Konno, here being congratulated after victory. Konno's world record time: 18 minutes 44.1 seconds.



IN SPLASHING START of 800-meter race Champion Furuhashi (legs farthest from the camera) is already starting to kick feet before he has reached the water.

A HAWAIIAN SURPRISE AND A FLYING FISH

The big swimming question this year has been: who is faster—John Marshall of Australia and Yale or Hironoshin Furuhashi of Japan? In the U.S. last year (*LIFE*, Aug. 29, 1949), the barrel-chested Japanese had left all American swimmers far in his wake and broken three world records. Marshall (*LIFE*, April 17) had broken seven. In the meet this month at Tokyo between U.S. and Japanese teams, they would swim against each other and the question would be settled. It was—emphatically. In both the 400- and 800-meter races, shy, ungainly Marshall jumped to an early lead only to fade badly and be passed by the "flying fish of Fujiyama," who set world records at both distances. Yale's coach, Bob Kipphut, had no excuses for his pupil's showing. Marshall had burned himself out early in both races; the more experienced Furuhashi paced himself better. Surprise of the meet, however, was a smooth-stroking, 17-year-old Hawaiian named Ford Konno (*left*). Konno set a world's record in the 1,500-meters (Furuhashi, who wasn't in the race, has unofficially beaten Konno's mark), also got a second and a third for the U.S. in the meet. Furuhashi scored more than half of his team's points and the Americans won, 46-17.



MARSHALL LEADS early in 400-meter race. He is swimming in foreground. Furuhashi is four lanes away. Marshall started fast, was not able to keep up pace.



FURUHASHI GOES AHEAD in closing laps. He is completing his turn before Marshall has reached end of pool. Furuhashi's record time: 4 minutes 33.2 seconds.

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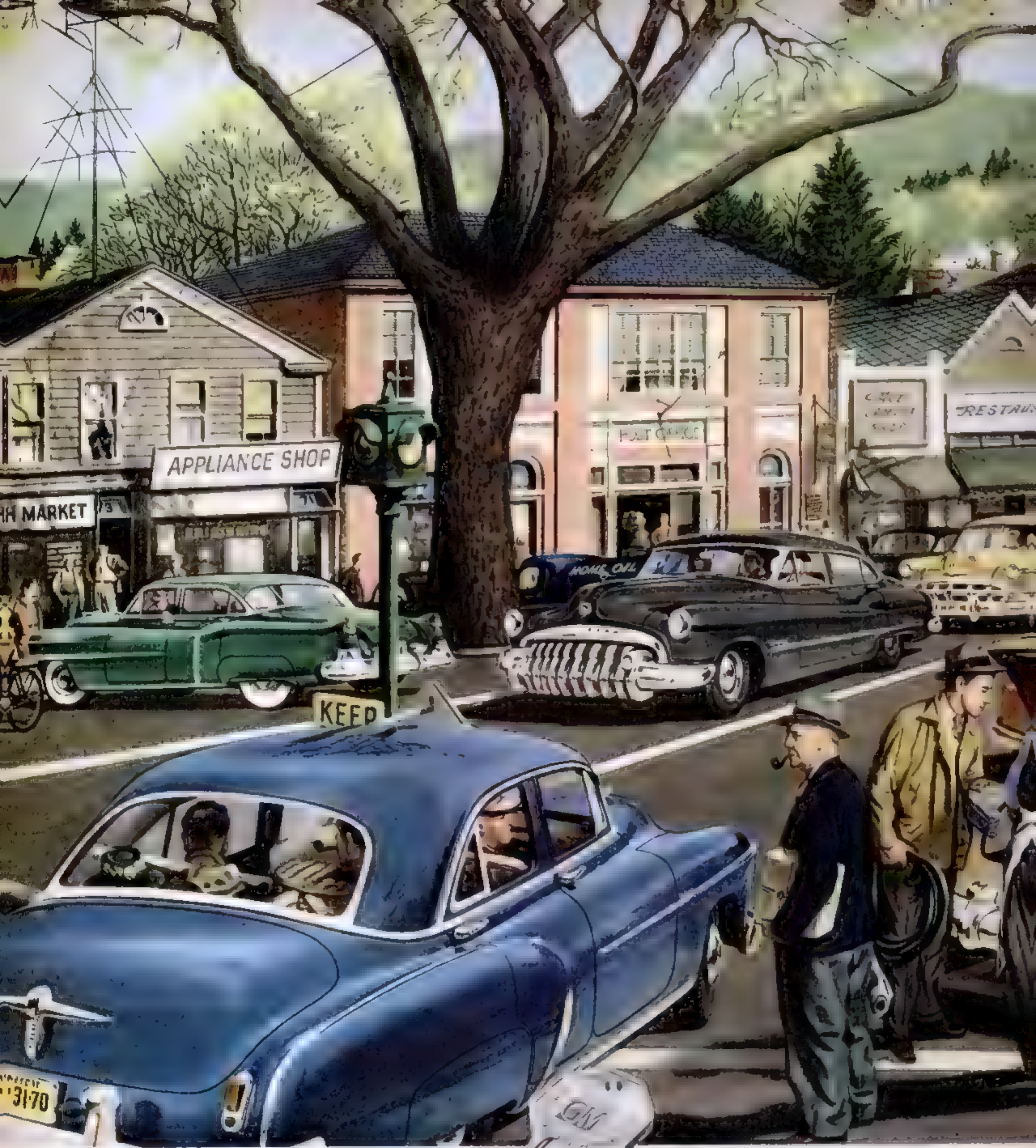


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So round, so firm, so fully packed — so free and easy on the draw

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Key to a richer life

This is Main Street, U. S. A. It is unlike any other Main Street anywhere else in the world.

It is rich in contentment and well-being. It bustles with hearty and wholesome activity. And as you see and know firsthand, it revolves very largely around the family car.

Along every Main Street in America, General Motors cars are a

Two easy meals men really go for!



You'll love it! Because here's what Armour does. Carefully selects real firm fresh beef that's good and lean. Then just as carefully prepares this lean, firm beef so that it turns out *extra tender*—with *extra flavor*—when it's corned. No bone, no waste . . . *all meat*. And *all gone* mighty quick when you follow this suggestion by MARIE GIFFORD, *Armour's famous home economist*.

"Chill a tin of Armour Corned Beef several hours. Then cut contents into slices and place in wire strainer. Shred cabbage or cut into wedges and cook in boiling salted water, 7 to 10 minutes, (suspending strainer over cabbage to heat corned beef). Serve, as shown, with creamy mustard sauce and butter-browned potatoes." Easy? Yes. And it's the kind of a meal no man can resist!



Real good eating—lots less work—when you plan your menus around the more than 25 different Pantry-Shelf Meals that come from the famous Armour Kitchens. Fine Armour meats, cook-book recipes and home-like cooking care make them taste like your own good cooking. Get several kinds next time you go to the store. For *free* recipe booklet, write MARIE GIFFORD, Dept. 429, Box 2053, Chicago 9, Ill.



You'll want to serve it often, because Armour makes chopped ham with the same tender ham you bake for holidays—chops it fine, seasons it lightly, vacuum cooks it. Get several tins today. Have them handy on your pantry shelf for good, quick, easy meals like this; meals that your whole family—the men especially—will go for in a great big way!

"Chill a tin of Armour Chopped Ham for several hours," says MARIE GIFFORD, "and cut contents into thin slices. (Armour's exclusive middle-of-tin opener brings the loaf out firm, whole, and easy to slice). Place ham slices on buttered rye bread and serve, as shown, with chili sauce, pickle slices, and your favorite beverage." It's food for a man-size appetite!



ARMOUR Pantry-Shelf Meals

Tune in STARS OVER HOLLYWOOD—CBS. Saturdays



STUNNED AS HE HEARS HIS SPONSOR IS NOT THERE TO MEET HIM, GAWEL STANDS IN DETROIT STATION WITH WIFE AND CHILD

A DISPLACED PERSON GETS PLACED

To Franciszek Gawel it looked as if there would never be a happy ending. Born in Poland in 1915, he left school at 14 to work as a stone-cutter's apprentice. Then, when he was 21, Gawel was drafted into the Polish army and in 1939 was captured by the Germans. At the end of the war, freed and given his choice of either going home to Poland or staying in a displaced persons' camp, Gawel decided—because of "the Soviets"—that he would rather become a

DP. In 1948 he married a displaced Polish girl whom he met in the camp.

Last month Franciszek and Rozalia Gawel and their 2-year-old daughter Zofia arrived in Detroit, where a local Polish woman had signed up as their sponsor, promising to provide them with shelter and a job and to see that they did not become public charges. As the train they were on pulled into the station, their new life seemed about to begin. But their sponsor was

not at the train to meet them. Gawel stiffened when he heard the news (*above*), and his sudden fear at being alone made the veins stand out on his forehead. But a volunteer Catholic worker told Gawel he and his family could stay temporarily at a shelter run by the Detroit archdiocese. Unlike other "lost" DPs, who are often afraid to move until their sponsors show up, Gawel went out on his own. By last week he and his family were on their way to a good life at last.



Is coffee half the battle?



1. When folks flare up, it's often because they're losing out on precious sleep. As a result, they're tense . . . irritable . . . jumpy!



2. And often back of men's and women's sleeplessness is the caffeine in the coffee they drink. Sleep-stealing, nerve-jangling caffeine!



3. Does the answer lie in cutting down on coffee—or maybe giving this favorite beverage up entirely? Or is there a better way out?



4. There is a wonderful "out"! There's delicious Sanka Coffee—real coffee, rich, full-bodied—with only the upsetting caffeine removed!



5. No more sleepless nights! No more jittery days! With 97% caffeine-free, 100% delicious Sanka you can drink coffee to your heart's content. Remember—sweet dreams and sweet dispositions call for Sanka!



A DP Gets Placed CONTINUED



POLISH-SPEAKING NUNS visit with Gawels (right) and another family in hallway of church shelter before giving them the first meal they had had in 24 hours: a breakfast of sausage, bread, jam, oranges, coffee and doughnuts.



IN CLASSROOM of parochial school, which has been converted into a dormitory, the Gawels hang their clothes on blackboard and worry about where they will go next. Franciszek slept in one room, Rozalia and Zofia in another.

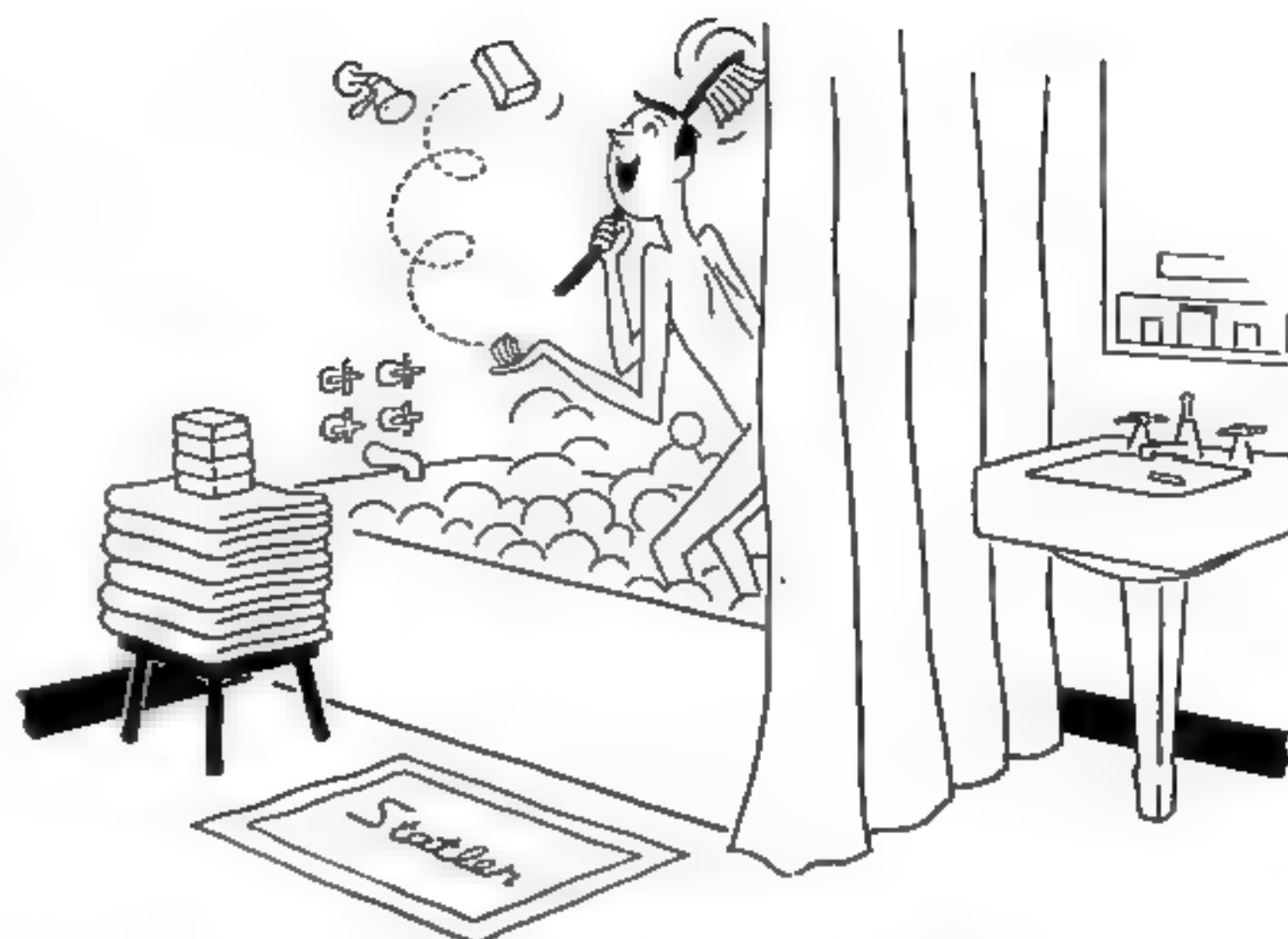


MISSING SPONSOR, Mrs. Maria Kawczynska, shows up apologetically three days later with notifying postcard which, she said, arrived too late for her to make plans for them. She suggested they stay at shelter. Gawels agreed.

CONTINUED ON PAGE 42



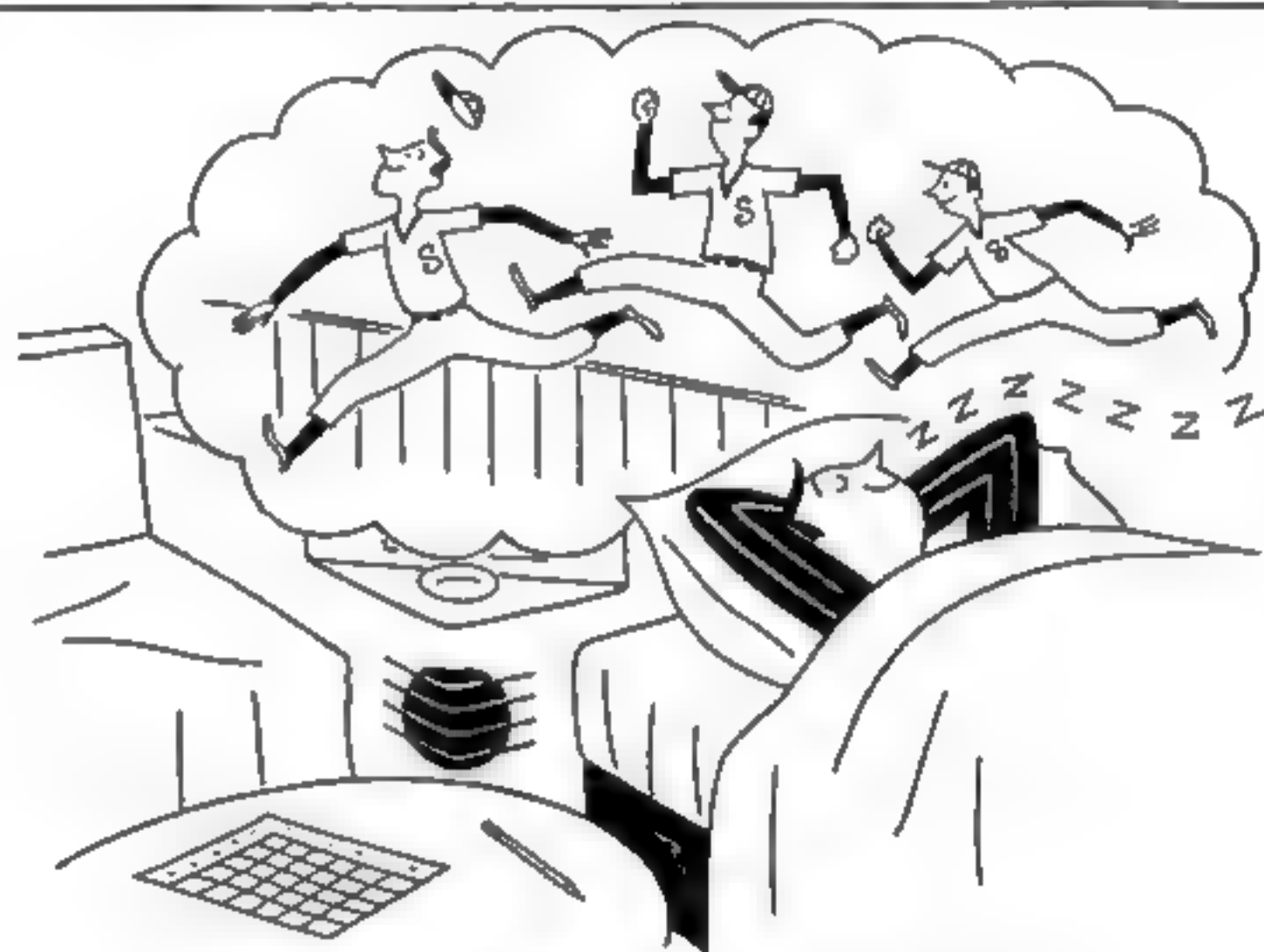
1. Bounding Bill, the baseball fan, slid into Statler's lobby.
 "I'm safe!" he cried. "Excuse my slide, but baseball is my hobby.
 I've seen a game, the home team won, and now what I like best
 Is being 'safe at Statler'—where you really are a guest!"



2. "At end of any game," said Bill, "I'm dusty, tired, hot;
 No wonder, then, the Statler bath's my very favorite spot.
 There's loads of soap to lather with, the steamy water's flowing,
 And stacks of snowy towels wait to rub me dry and glowing."



3. "The Statler kitchen staff," said Bill, "is sure an all-star team.
 Each dish is perfectly prepared with cooking skill supreme.
 From soup to nuts, each Statler meal I think is simply great—
 And like my favorite slugger, I clean up at the plate!"



4. "I know a lot of folks," Bill said, "who talk of counting sleep,
 But I count baseball players when it's time to go to sleep.
 Yet when I'm in a Statler bed, eight hundred springs and more
 Are so darn soft I count to three—and then I start to snore!"



5. "The Statler's in the heart of town; within a baseball throw
 Are business districts, shops and shows," said Bill, "and this I know—
 No matter why you come to town—for business, fun, or dinner—
 Just choose the Statler and you'll find you've really picked a winner!"



STATLER HOTELS NEW YORK (FORMERLY HOTEL PENNSYLVANIA)
 BOSTON • BUFFALO • CLEVELAND
 DETROIT • ST. LOUIS • WASHINGTON
 STATLER OPERATED: HOTEL WILLIAM PENN • PITTSBURGH



The drink that left Hollywood breathless!

■ This is the story of a mule and a mug... the MOSCOW MULE... the sparkling, delicious vodka drink that first captivated the Gold Coast, and then took over at smart bars and restaurants across the country! Served in an intriguing copper mug.



HERE'S THE REAL INSIDE—THE RECIPE!

Jigger of Smirnoff Vodka, juice of 1/4 lime
Add cubed ice
Fill mug with Cock 'n Bull Ginger Beer
Garnish with squeezed lime half
Stir gently

Be sure your vodka is SMIRNOFF—the official vodka of the old Imperial Russian Court—now made in America. A revelation in a Collins or Martini. It does something wonderful for colas, fruit juices and soft drinks generally. Smirnoff loses itself in the flavor of other ingredients. So light, so delicate, so subtle, it leaves you breathless!

Smirnoff
the greatest name
in **VODKA**

Standard of the world since 1818

Made from 100% grain neutral spirits. Ste. Pierre Smirnoff Fls. Inc., Hartford, Conn.



80 or
100
proof

A DP Gets Placed CONTINUED



AT SOCIAL SECURITY OFFICE Gawel listens to the clerk tell him how to fill out his application blank. Interpreting for him is Andy Yatch (left), a Detroit trucker who voluntarily helps newly arrived Polish DPs get settled.



ON THE JOB which he got after a week's search, Gawel sweeps out between rolls of felt in factory which makes stuffing for automobile seats. The job pays \$1.38 an hour. With overtime Gawel was able to make \$60.94 in his first week.

CONTINUED ON PAGE 11

See what we mean?

They say a picture is worth a thousand words. That's the reason we put a life-size picture here—so all you ladies (perhaps gents, too) could take a really good look. What do you think? Isn't it downright astonishing that a cake of such delicate texture, such tempting deliciousness can now be made with unbelievable ease?

What do you have to do? You merely add milk to either one of the two new Pillsbury Cake Mixes—White or Chocolate Fudge. Go to your grocer's and get either one—or both. We promise you a cake every bit as attention-getting, as family-thrilling as the one in the picture. See what we mean. Just see.



Just add milk—



Milk is *all* you add (fresh or evaporated)—no eggs, flavoring, or extras of any kind required. These are complete mixes.

Remember—
You and Ann Pillsbury
can make a great team



Pillsbury CAKE MIXES

WHITE AND CHOCOLATE FUDGE

"I've found out

... that a truly fine ale, like a high-scoring polo team, must have a character all its own. That's why more and more of my friends are calling for Carling's Red Cap Ale these days than ever before."



PETER PERKINS
Top-ranking Polo Star



"I've found out, too"

"No wonder they call it America's great ale. The flavor alone puts it in a class by itself. Clear. Bright. Delicious. What more could you ask for—except another glass of Carling's Red Cap Ale!"

Wesley L. Mason

WESLEY L. MASON
News Photographer
Hartford, Connecticut



CARLING'S

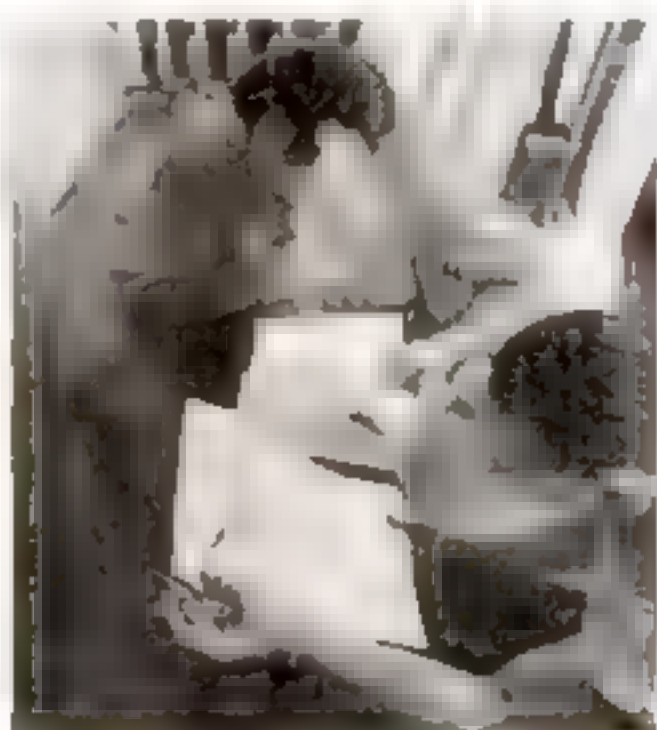
Red Cap ALE

BREWING CORPORATION OF AMERICA, Cleveland, Ohio



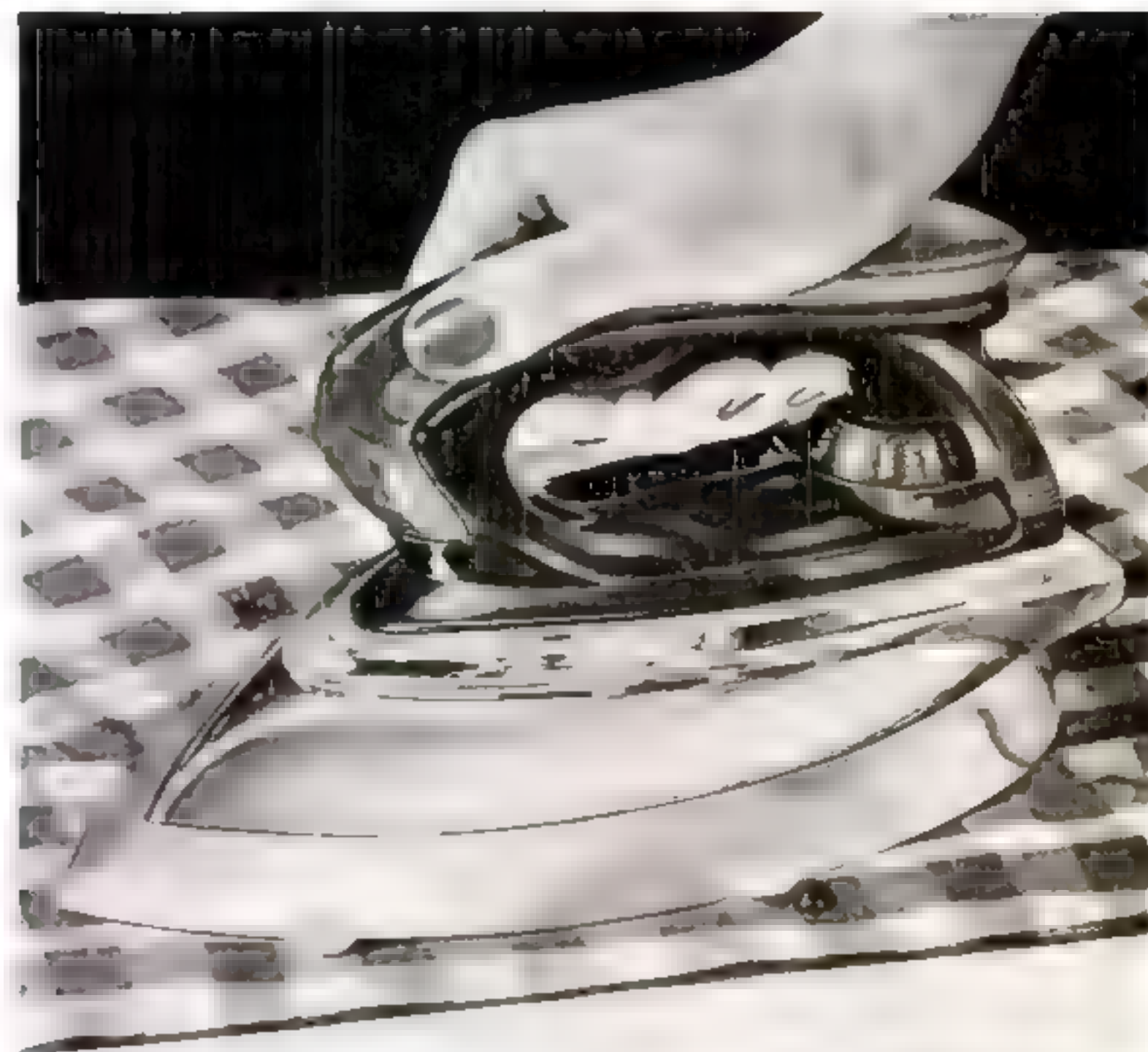
ON FRONT PORCH of new home in Hamtramck, a Polish community in Detroit, Gawel and Zofia wait for Mrs. Gawel to come home from a shopping tour. They have five-room flat on first floor of the house, pay \$35 monthly rent.

FIRST TEST of democracy for Gawel comes when a stranger brings a "peace petition" to his door and asks him to sign. The so-called "Stockholm Petition," which has appeared all over U. S., calls for outlawing atomic weapons. Some of Gawel's neighbors, unable to read English, had signed it and Gawel was about to do the same to oblige his visitor. But his friend Yatch (shown reading the petition) warned that it sounded like Communist propaganda—which it is—and persuaded Gawel not to sign his name.



IN LIVING ROOM of his flat Gawel relaxes on the floor with Zofia and manages the first trace of a smile since arriving in Detroit. The flat has little furniture, so the Gawels are temporarily using their luggage for tables and stools.

Saves 4 out of 10 Strokes!



UNIVERSAL *Stroke-Saver* IRON

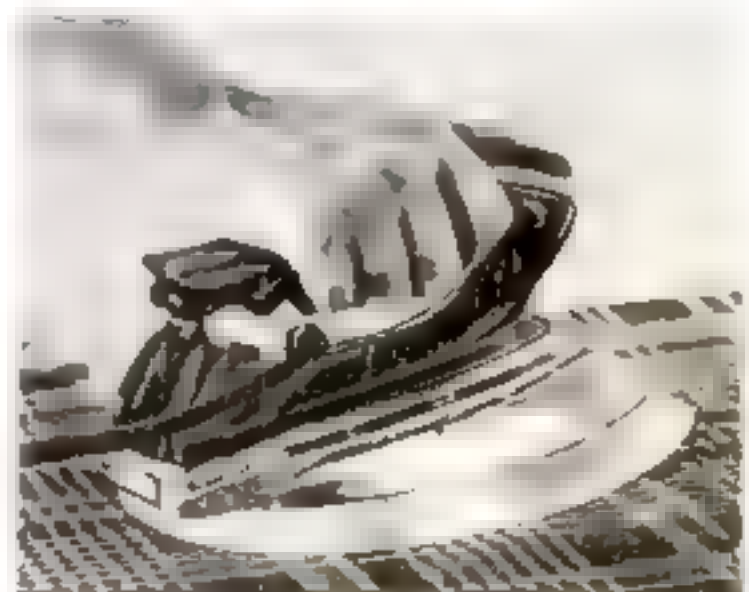
NEW EXTRA LARGE SIZE—
37% more ironing surface, covers the area faster . . . saves hundreds of extra strokes.

NEW WIDE SLOPING BEVEL—
Glides right under buttons, pleats and ruffles in uninterrupted strokes.

10-DAY HOME TRIAL—Take this amazing iron home and prove to yourself what it will do! Your money back if not absolutely convinced it is the finest iron you ever owned. Don't do another day's ironing with an old-fashioned iron—get a Stroke-Saver at your Universal dealer's today! It's priced at only \$12.95.*



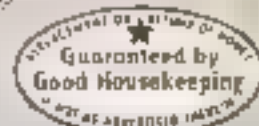
SAVES 42% OF THE TIME—36% OF THE STROKES. In a test conducted by U. S. Testing Company before 80 Magazine Editors. Stroke-Saver proved twice as fast as the competitive irons, saving more than four strokes out of every ten.



THE REVOLUTIONARY SHAPE enables sweeping strokes in any direction . . . backwards and forwards without wrinkling—saves time . . . saves effort!

*Price is Fair Traded in states where appropriate Fair Trade Acts exist.

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



Guard Against Throat-Scratch

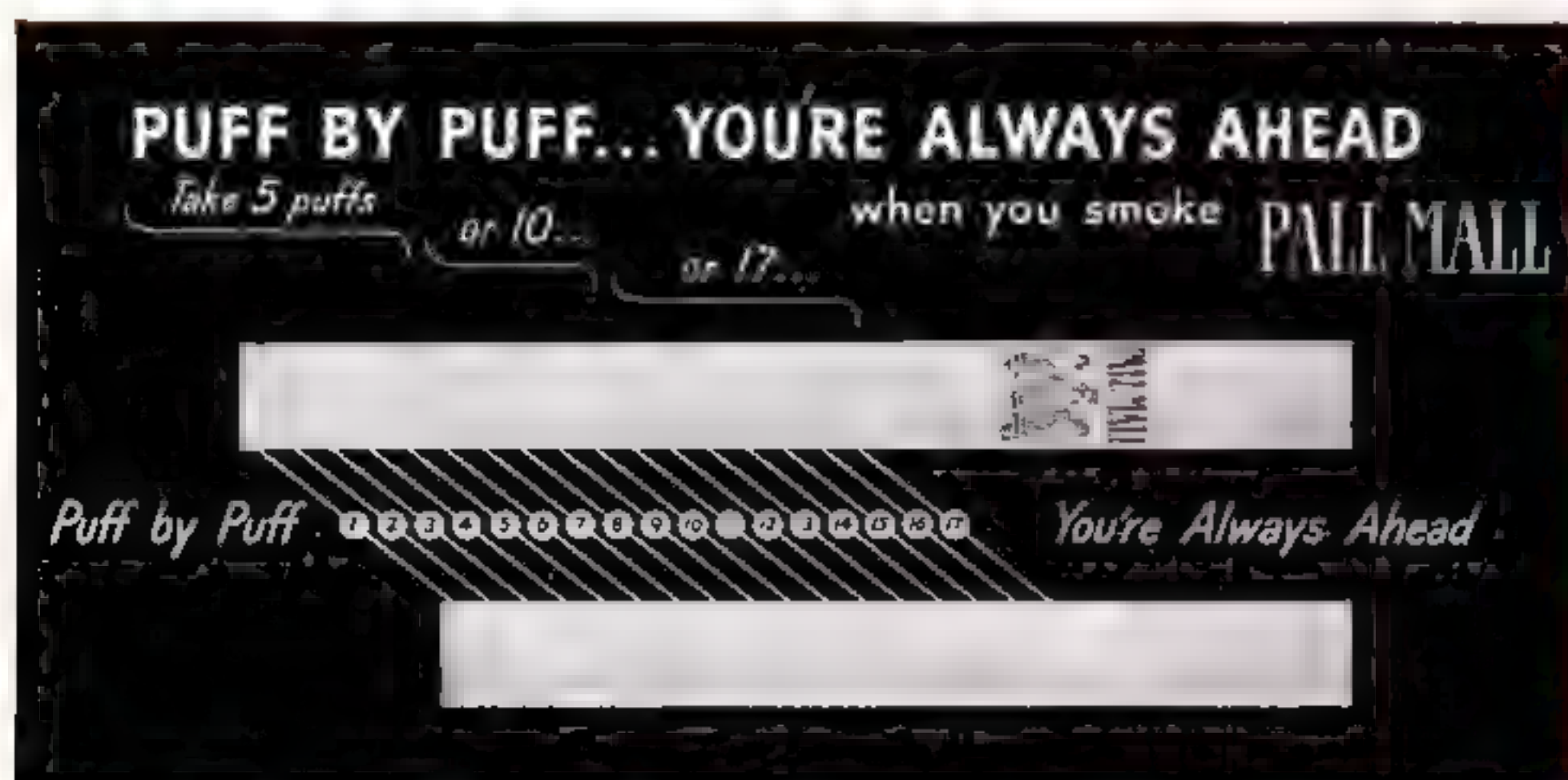


*enjoy smooth
smoking*

PALL MALL

*smooth, mild, and delicious
tobacco with a special filter*

**filters the smoke
and makes it mild**



STUDY THE PUFF CHART! At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 5 puffs of each cigarette—or 10, or 15, or 17—PALL MALL still gives you a longer, natural filter of fine tobaccos—guards against throat-scratch.



Outstanding and they are mild!



WATER GUSHES FROM OUTLET OF WYOMING'S NEARLY COMPLETED KORTES DAM, FIRST IN GOVERNMENT'S MISSOURI BASIN PLAN WHICH WILL IRRIGATE FIVE MILLION ACRES

U.S. WATER

WE CAN SUPPLEMENT OUR OUTGROWN SOURCES—AT A PRICE

This summer, as in thousands of summers past, rain clouds rose out of the Pacific and rode eastward on the prevailing wind to spread moisture on U.S. farms and forests. But even as the rains fell, the frightening threat of water shortage grew in many parts of the country. In southern Arizona, where water once stood a few feet below the surface, farmers saw fields revert to desert as their deep wells ran dry. In southwestern Colorado ranchers had to sell off cattle for lack of grass. In New York worried officials paid \$100 per day to a scientific rain maker (p. 52).

The shortage was growing although there had been no drought. This year's rain was as ample as that which easily supported the lusty and prodigal

economy of a century ago. But the increasing demands of fast-growing communities and industries were beginning to exceed the supplies of water on which they had always depended. For the present, weathermen and engineers saw no cause for alarm: by careful planning and building (*above*), most of the U.S. could fill its present needs from existing sources. But the future outlook was more serious. As industry and population continued to grow, new sources of water would have to be discovered and developed to sustain them. There is no question that this can be done, for the U.S. still has vast untapped reserves (*next page*). More water can be had—at a price. However great the price, the U.S. has no choice but to pay it.

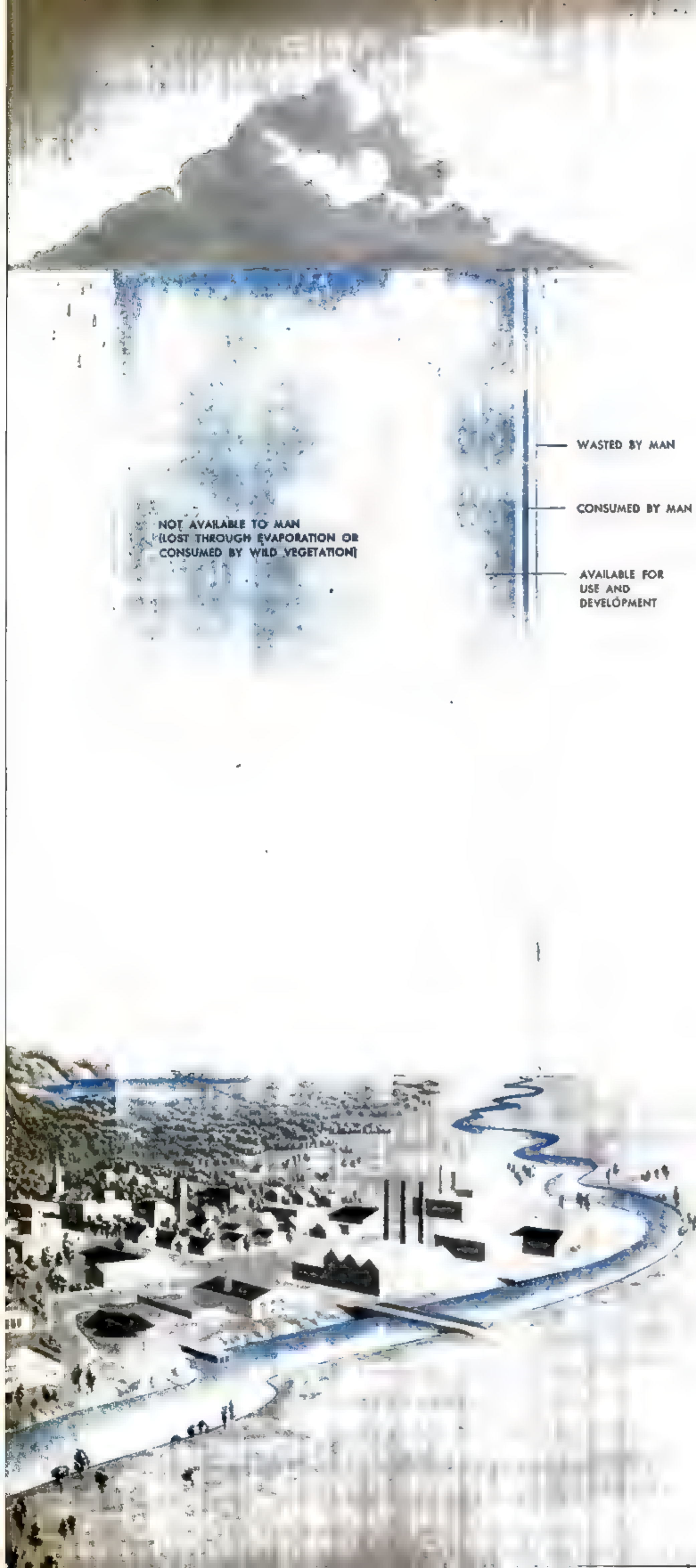
RAIN FOLLOWS AN OCEAN TO OCEAN CYCLE

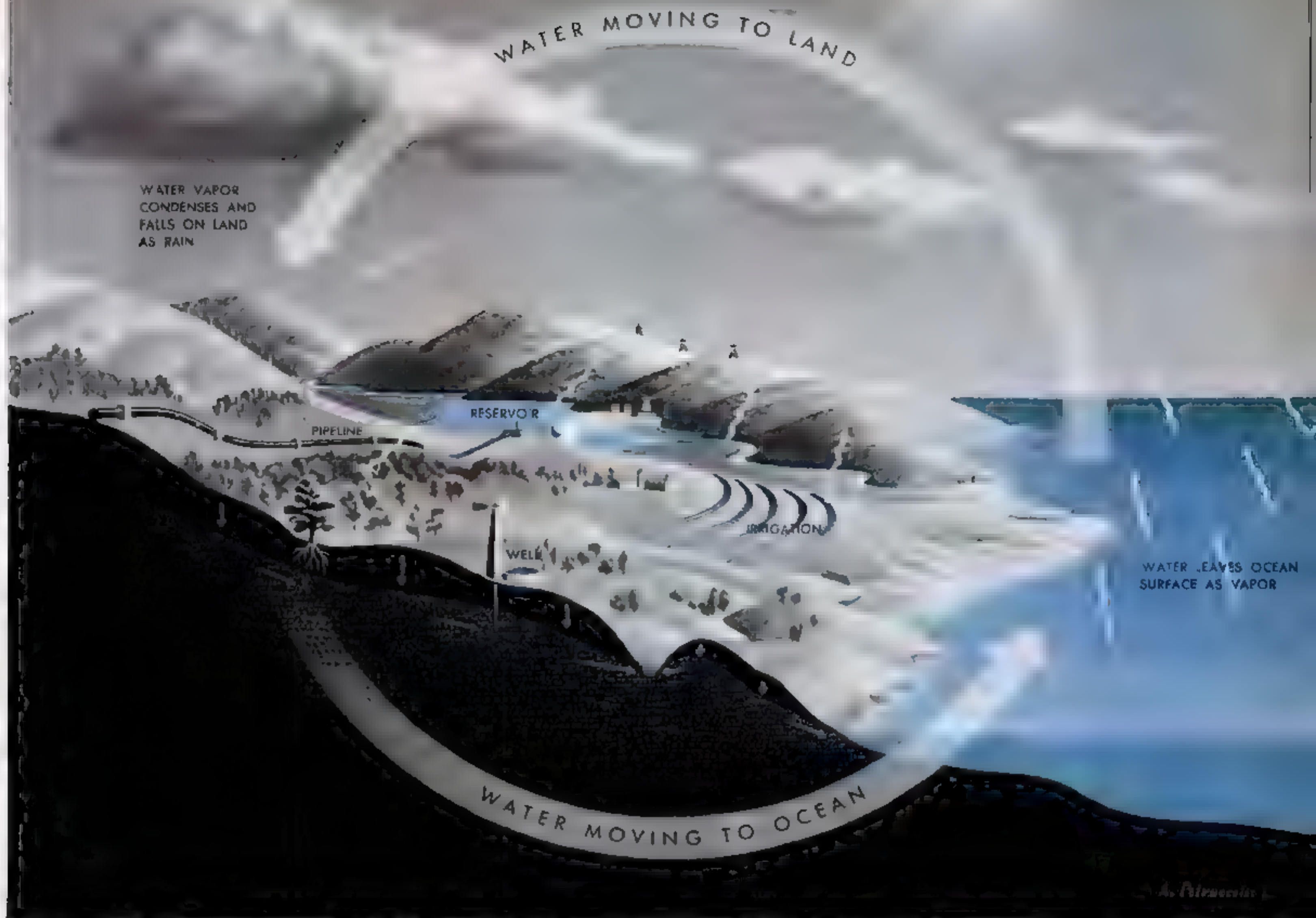
Ever since 1870, when the U.S. government began to keep records of rainfall, the cyclic flow of moisture from sea to land and back again (*opposite page*) has remained constant. Annual precipitation for the nation as a whole has always averaged about 30 inches. But in the past century population has increased by almost 600%. Most of this enormous expansion has been in cities; half the people of the U.S. now live on less than 2% of its land area. Overcrowded cities draw heavily upon local water reserves. At the same time they further reduce these reserves by polluting them. Each year domestic and industrial water users dump into the nation's streams waste and sewage equal in weight (and offensiveness) to the carcasses of eight million mules.

Every day the U.S. uses about 200 billion gallons of water for industries, irrigation projects, municipalities and homes. A sixth of this amount is pumped out of wells which tap ground water deep in the earth, but all the rest, 170 billion gallons daily, is drawn from surface water on its way to the sea. This huge figure repeated 365 times over the course of a year is roughly equivalent to a single inch of annual rainfall across the country—a very small part of the 30 inches that actually fall. Most of the rain, of course, does not flow directly back to the sea. Some of it sinks into the ground, some is absorbed by vegetation or is evaporated by the sun (*chart at left*). Nevertheless 8 inches out of the total 30 are left to run off through brooks and rivers across the land. This amount is initially eight times greater than the amount currently required, but a good deal of it is unusable. Runoff often occurs as floods whose volume is too great for existing dams to retain. Also a certain quantity of water must be left in the streams to dilute and carry off wastes, to permit navigation and to run hydroelectric plants. Because of these limitations many areas are now barely able to obtain their minimum requirements. Yet there is no doubt that the present usable supply of surface water could be at least doubled by establishing new forests to hold back the runoff, new dams to catch it and new pipelines to carry it wherever needed (*pp. 50, 51*).

A second and perhaps even greater source of supply is ground water trapped beneath the surface. At present only about 30 billion gallons a day are being pumped, mostly for the irrigation of Western farmlands. The extent of the nation's underground reservoirs has never been estimated, but there is good reason to believe that once they are charted and intelligently exploited they alone may put an end to the threat of serious water shortage anywhere in the U.S.

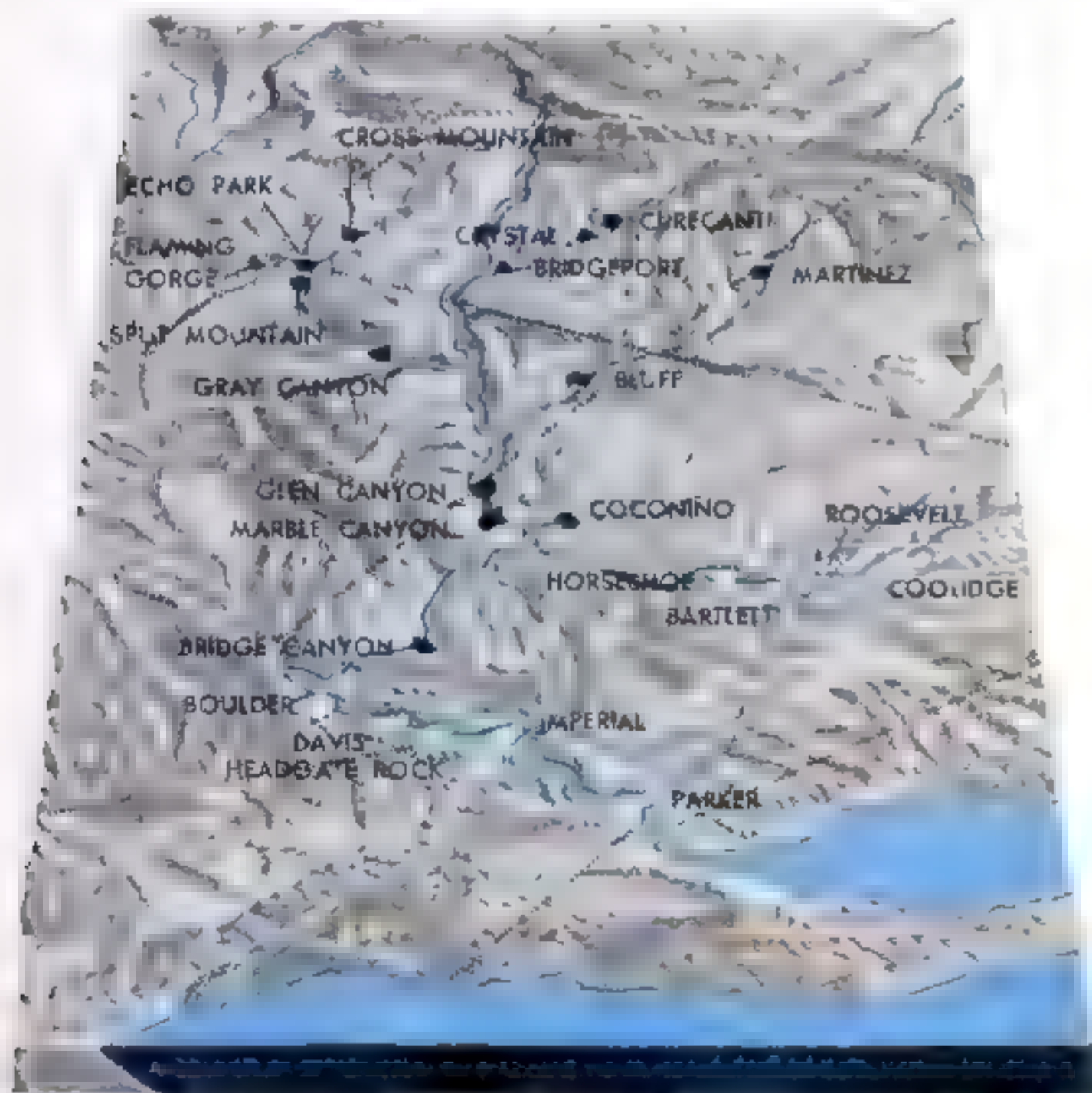
← **AVAILABILITY OF WATER** is expressed in the chart at left in terms of the proportion of the total rainfall which is of use to man. Seventy-one percent of the precipitation is lost (*wide column at left*). Twenty-six percent, the amount which is returned to the sea in streams, is used for navigation, power, etc., but could be exploited further. Two percent of the total is wholly consumed by irrigation, industry and municipalities. One percent is wasted by overirrigation and careless use; most of this could be saved.



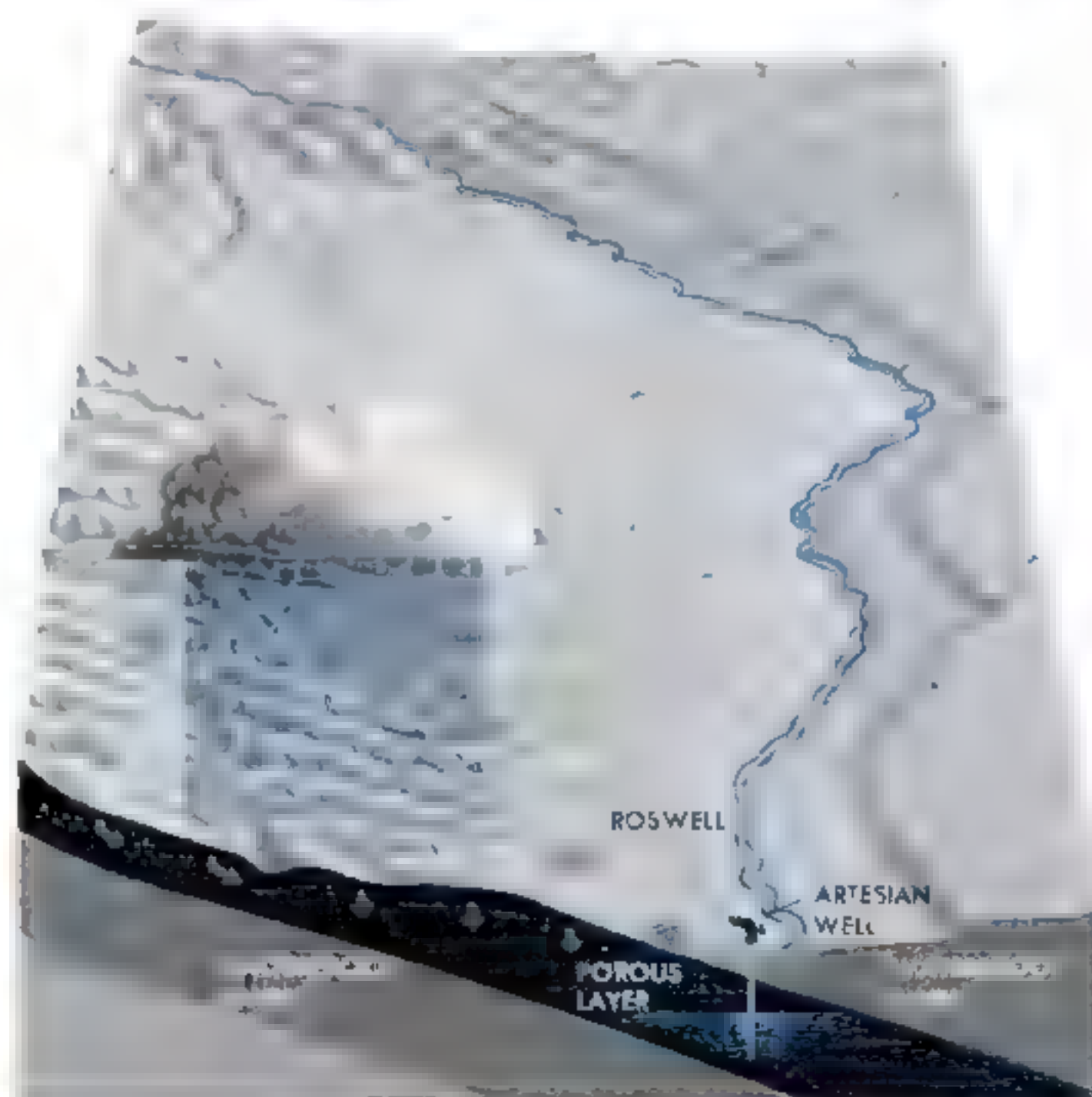


THE "HYDROLOGIC CYCLE" is a never-ending flow of moisture from the sea to the land and from the land back into the sea. The flow of water returning to the oceans is interrupted by both nature and man. Forests and wild plants draw moisture out of the soil; underground pools trap some of the water which seeps

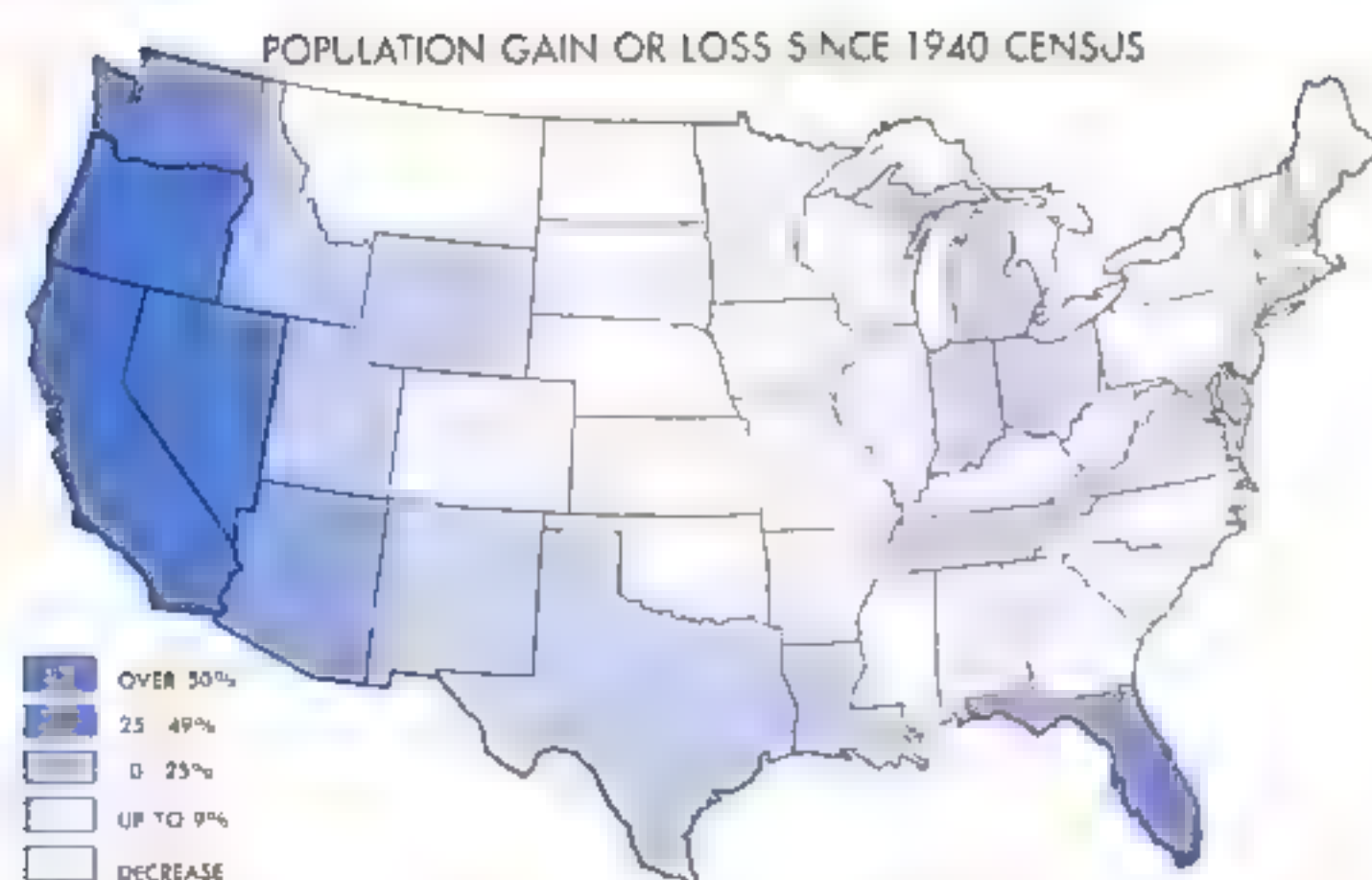
seaward through the earth. Man catches surface water with dams, diverts it into irrigation canals and pipes it overland to places where it is most needed; he also taps the subterranean flow with wells. At the same time, from vegetation, land surfaces and lakes, water is being evaporated into the air to fall again as rain.



SURFACE WATER like that of the Colorado River basin (shown here, looking northeast from the Pacific) can be fully exploited by an extensive system of dams. U. S. has already built nine dams (white symbols), is planning 14 more (black symbols). Completion of project may end Arizona-California fight for water.



GROUND WATER, like that of New Mexico's dry Roswell basin, can be brought to the surface by deep artesian wells. In this region, where ground water flowing down from higher land is trapped under pressure between layers of impervious rock, water gushes to the surface. In most other areas pumping is necessary.



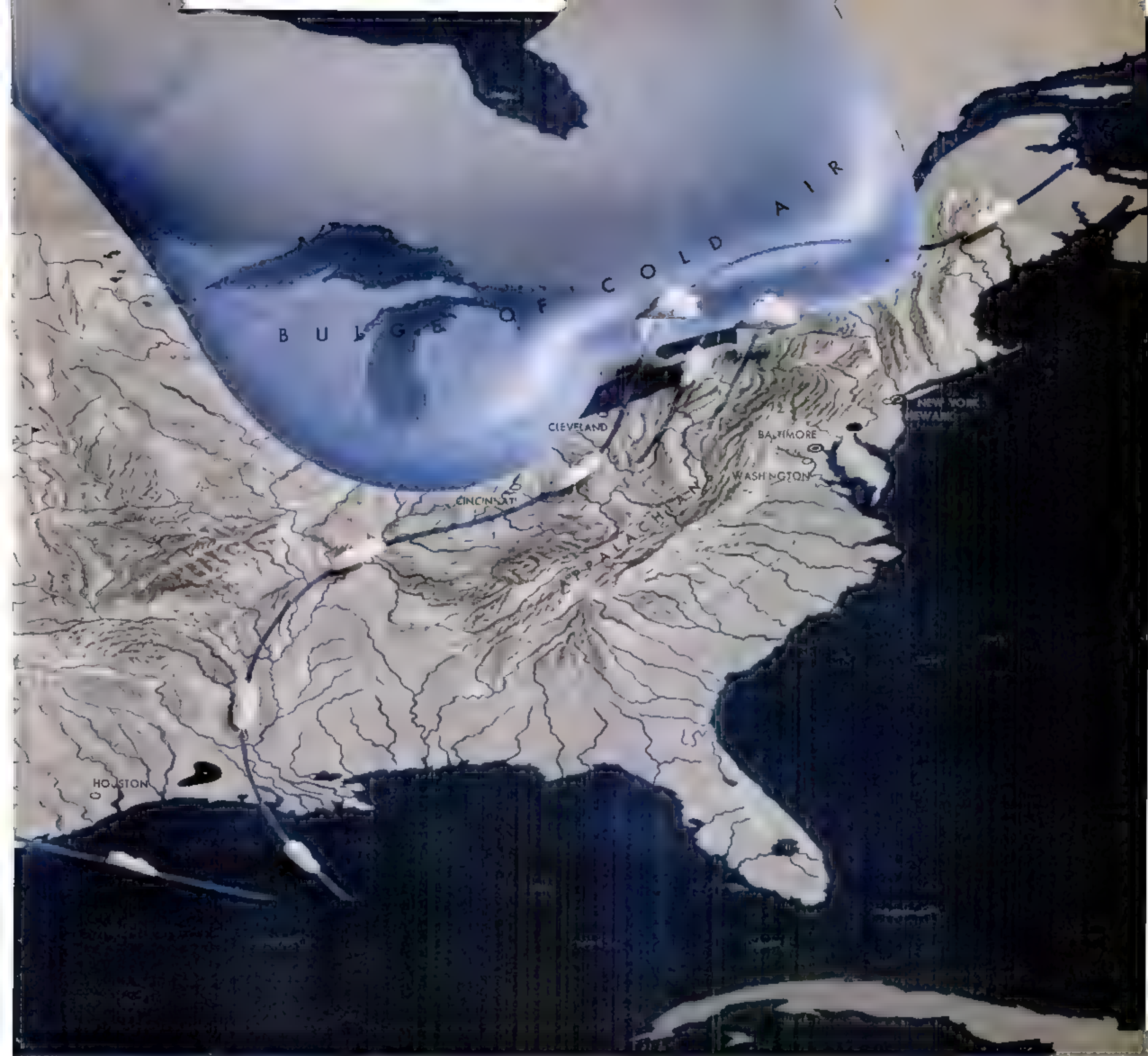
POPULATION in the U.S. has shifted to the West, which wants and has room for still more people and industry but at present lacks the water to support them.

WEST IS OUTGROWING

Moisture-laden air sweeps over the U.S. along the two general water-delivery routes shown on this perspective map, from the Pacific due east across the nation, from the Gulf north or north-west into the plains states and then eastward. When these wet winds are forced upward by the crests of high mountains or heavy, cold air masses in their path, they are suddenly cooled. Their moisture condenses into clouds, the clouds into rain.

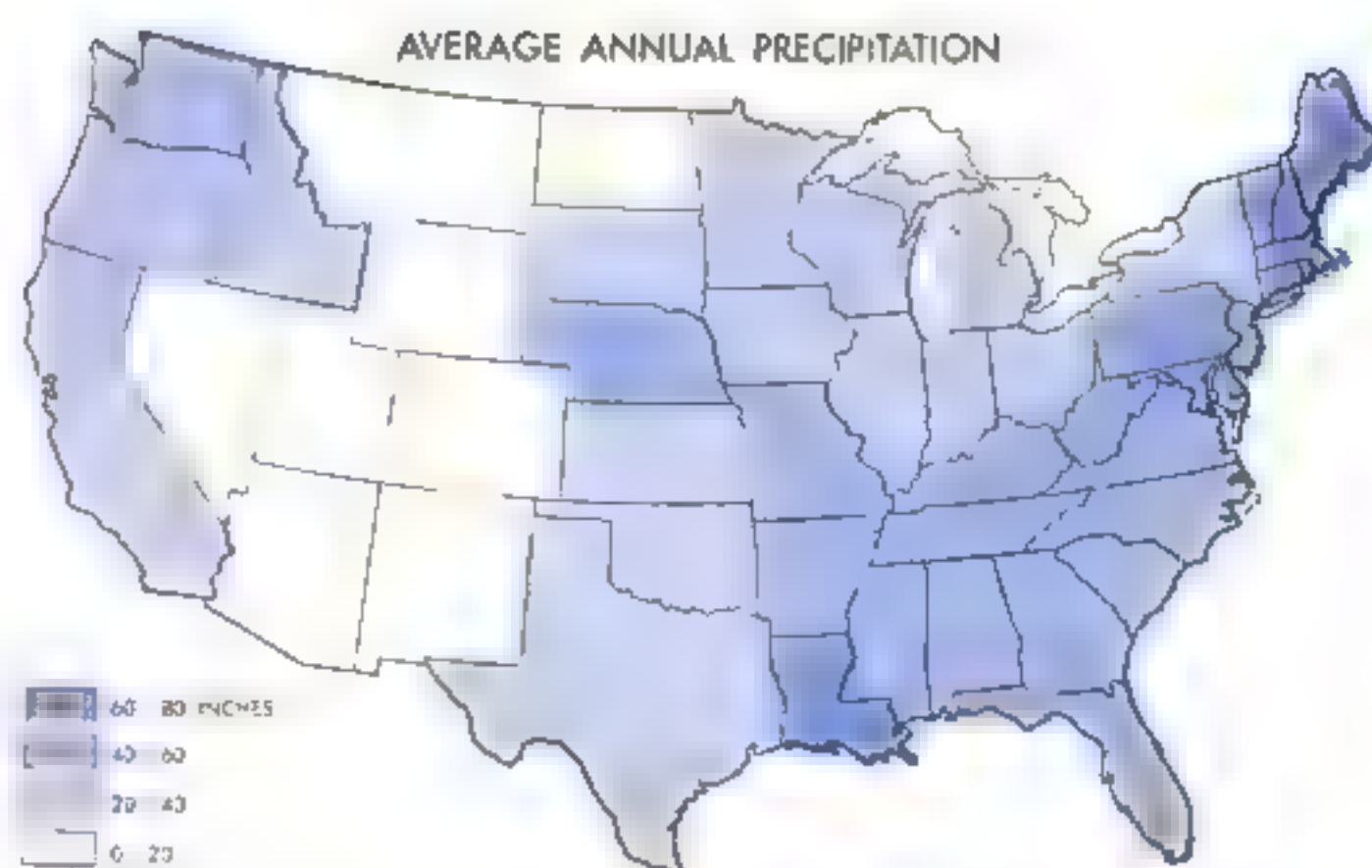
In the eastern U.S. water shortages generally are local rather than widespread. Mushrooming cities will have to expand their reservoirs at considerable cost, but when they do there will probably be enough rain to fill them. Agriculture is not threatened by drought. Ground water is still a great potential source except in a few restricted areas, mainly in the South, where overpumping has brought in salt from the sea.

In the 17 Western states the water problem is far more acute. In this area, where agriculture is often impossible without irrigation and where the growth of cities and industries depends upon water development, the Federal Bureau of Reclamation is setting up an immense conservation

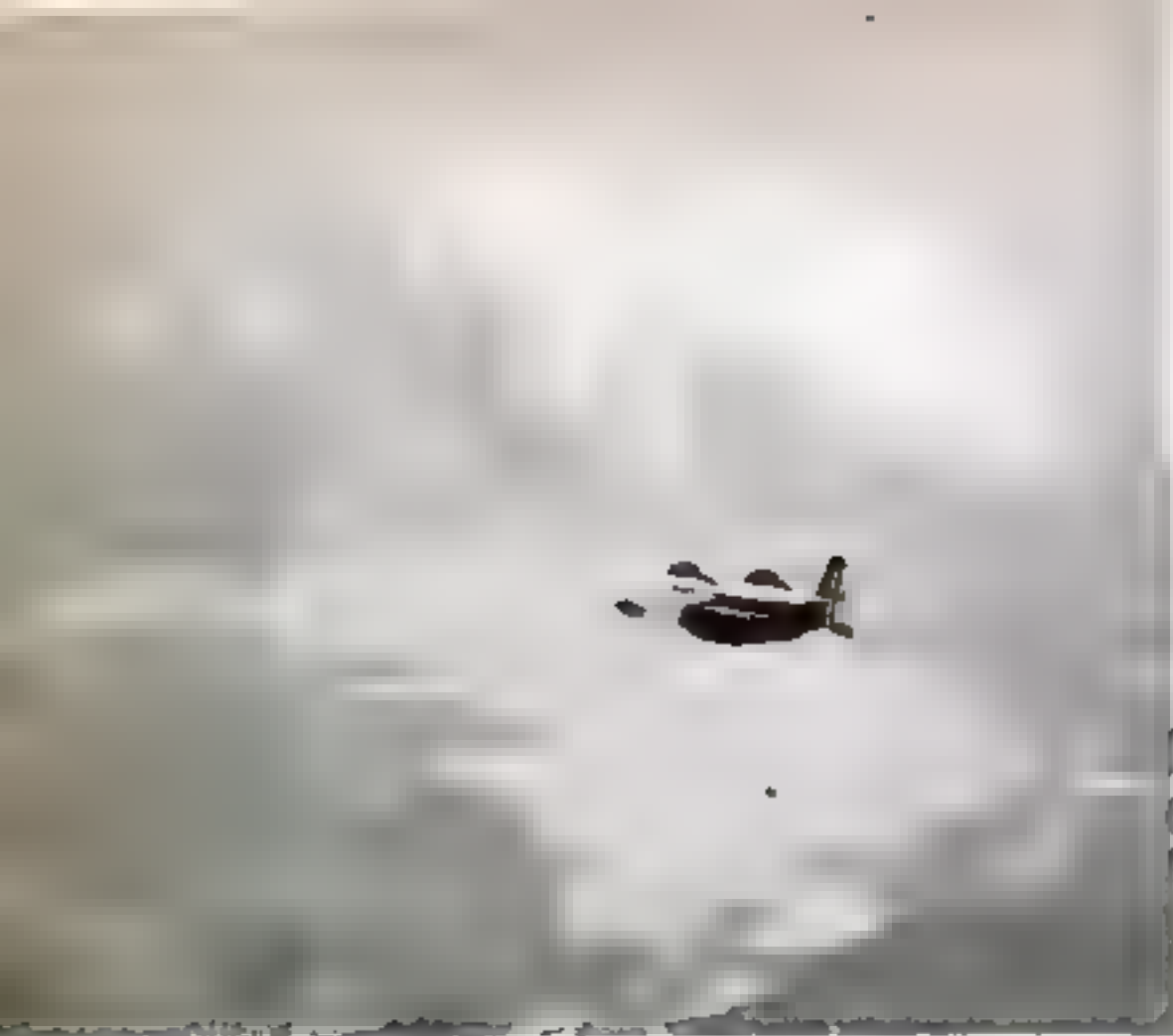


ITS MEAGER RAINFALL

program. Primarily concerned with irrigation, its river basin projects are also providing new electric power, flood control, navigable streams and increased water supplies for industrial use. Its 127 dams, 46 power stations and 6,000 miles of power line now serve 92,000 farms covering five million acres. For all this the government has spent \$1.5 billion, which will eventually be repaid with interest by the agriculture and industry which the reclamation projects support. More such projects are badly needed, and many more are planned. Some will restore areas (like west Texas and southern Arizona) where present surface water is insufficient and the ground water is being overexploited. Others will open up new lands to agriculture. Still others, the most Herculean of all, would solve the peculiarly Western problem of great population increase in areas of meager rainfall (see maps, right and left) by bringing water by aqueduct from the moist Northwest to the dry Southwest. Fantastic as such measures seem, they may well be the only means of assuring a free flow of population in the U.S. rather than enforced and regimented decentralization.



PRECIPITATION in the U.S. has remained unchanged over the years, but people have moved to dry areas: California gets 10 inches less rain than U.S. average.



CHASING CLOUDS, Rain Maker Howell flies over Catskills in New York's northern watershed.

A RAIN MAKER GETS RESULTS

While the government rushed its vast program for getting more water from the land, a few hard-hit localities were flirting with the seductive possibility of getting more water from the sky. In the West free-lance rain makers, often more optimistic than expert, were drawing fat fees from drought-struck ranchers. In New York city officials, sobered by the lesson of last winter's almost half-empty reservoirs (*top, right*), hired Harvard's modest but knowledgeable meteorologist, Wallace E. Howell, to coax rain into their watershed. Howell spent weeks studying the details of New York's climate. Then on April 13 he made his first airborne foray against the passing clouds. Since that time he has seeded the New York sky 29 times from the air and the ground, using both dry ice and silver iodide smoke.

Whether or not cloud seeding, even by such scientific methods as those of Dr. Howell, produces large-scale results is still uncertain. The theory behind the technique, advanced by Nobel Prize Winner Irving Langmuir, has been proved: certain clouds can be condensed into rain by the use of chemicals (*LIFE*, Feb. 20). But since the only clouds that respond to seeding are clouds that are on the point of raining anyway, it is hard to prove that the seeding really contributes to the downpour. Dr. Langmuir is convinced that it does. The U.S. Weather Bureau is inclined to believe it does not. In any case, New York's reservoirs have filled almost to capacity. Last week Dr. Howell admitted for the first time that "a certain amount" of the recent copious rains had been of his making.



STUDYING MAPS and reports at his cluttered desk, Dr. Howell plans details of seeding program.



LAST WINTER New York's Kensico Reservoir was only 44% full. The water level was down 27.6 feet.

LAST WEEK Kensico was filled to 93.7% of its capacity, held as much water as in average summers.





"ROCKET"!

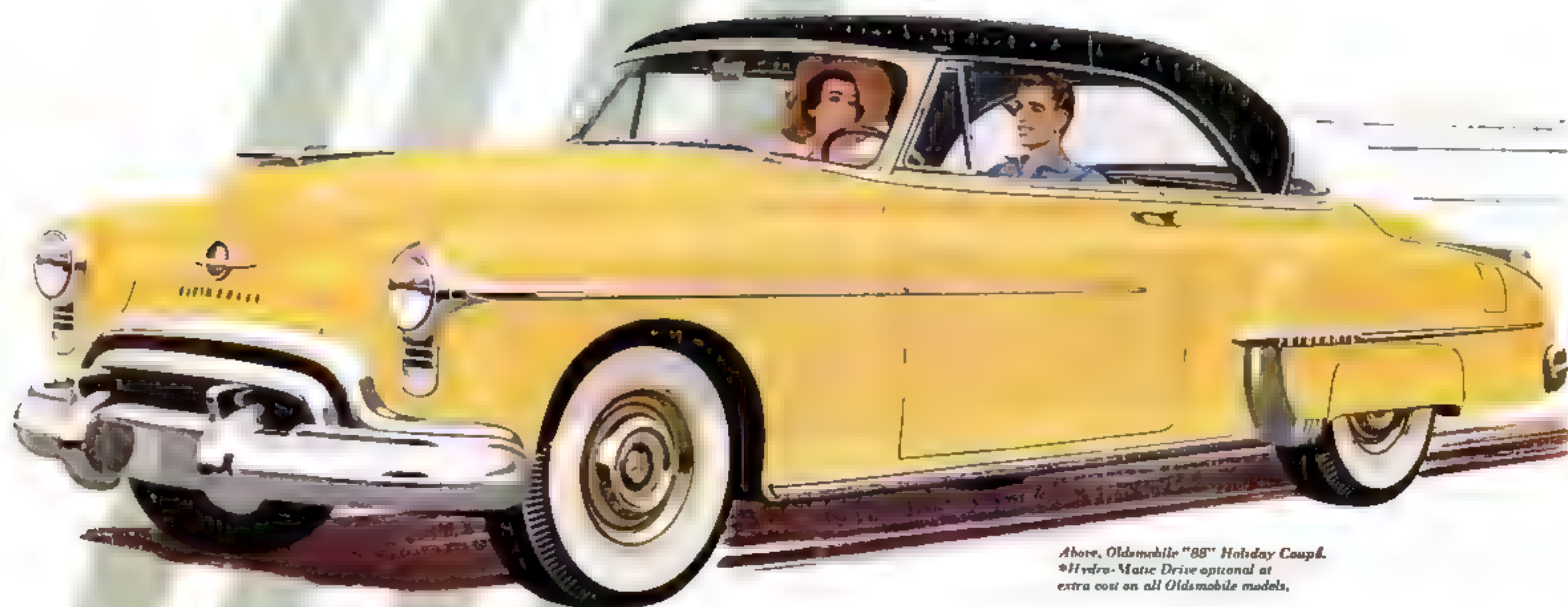
HYDRA-MATIC!

Oldsmobile has both!

The famous high-compression "Rocket" Engine—
plus new Oldsmobile Hydra-Matic Drive*!

Try this thrilling combination

at your nearest Oldsmobile dealer's!



Above, Oldsmobile "88" Holiday Coupé.
*Hydra-Matic Drive optional at
extra cost on all Oldsmobile models.

OLDSMOBILE

A GENERAL MOTORS VALUE

The dream chicken

It's tender-grown

HERE is chicken at its finest and chicken value at its greatest. Specially fed for quality meat...specially raised for flavor...specially produced to grow big and *plump* while still young and *tender*. Planned just for eating, this chicken is a sensational example of the research

and development going on in the poultry industry today. You'll find *tender-grown* Swift's Premium Chicken every day at your favorite grocery or meat market...fresh or quick-frozen. Plan to have it for dinner soon. You've never tasted chicken so good!



1 Specially developed—this new type chicken grows rapidly...is as big in 12 weeks as the ordinary chicken in four months. This fellow comes from parents of specially selected meat-bearing strains...starts with a natural tendency to grow big and plump.



2 Specially fed on growth-developing, flavor promoting diet...no scratching for a meager living. This chicken is confined to restricted activity in modern, sanitary surroundings...has only one purpose in life—to develop more and better meat.



3 Specially prepared for market by skilled workers using the very latest processes in ideal food kitchen surroundings. After each chicken is cleaned, washed, inspected—the finest *only* are selected for the label, *tender-grown* Swift's Premium Chicken.



4 Specially fast-chilled immediately following inspection at carefully controlled temperatures just above freezing. Each chicken is quickly and thoroughly chilled between layers of chipped ice, to retain its delicate "springtime" flavor for your dining table.



5 Specially protected on the way to market. The entire interior of the trucks carrying these chickens is sprayed with a man-made blizzard of icy snow...to maintain temperatures that will protect their flavor and freshness all the way to your dealer.



6 Specially displayed by dealers everywhere. Fresh on chipped ice or under refrigeration, with this tag on the wing...or quick-frozen, cut-up, ready-to-cook, in this blue and white picture package. Either way it's the finest chicken you ever tasted!

Spanish Styles

FASHION COPIES TORERO'S CLOTHES

Not since American women en masse began dressing like Tyrolean peasants in the mid-'30s has one country contributed so much to fashion, from crown to sole, as Spain is doing in this fall's collections. The taut lines of cummerbunds, boleros and bicorne combine successfully in costumes that fit the season's narrow silhouette, with braid and vivid colors brightening the severe outline. At night combs, fans and red-heeled sandals lead the current return to romantic floor-length evening clothes. The Spanish influence has even gone to the heads of some models who, in a reaction to close-cropped hair, now wear chignons at the napes of their necks (p. 60) as Spanish girls do. The styles on these pages are as all-out Spanish as a Goya grandee, but like most derivative fashions they will be watered down for popular consumption so that a bullfighter's blouse and bicorne can be worn with Scotch plaid suit.



MATADOR'S PANTS and frilled-front shirt combine to make a Spanish style lounging costume (Tina Leser;

pants, \$32; shirt, \$23). The velvet Capezio flats imitate leather bullfighters' shoes. Cummerbund is homemade.

FREE 49¢ JAR

WHEN YOU BUY
79¢ SIZE



Special offer to introduce

amazing Shasta Shampoo
guaranteed not to rob
hair of natural oils

needed for naturally soft, shiny, healthy hair

HERE'S WHY YOU SHOULD ACCEPT THIS SENSATIONAL MONEY-SAVING OFFER!

HOW TO GET THIS OFFER—Just go to your dealer and buy a 79¢ jar of new, improved Shasta. You'll get a 49¢ jar free when you do. This is a \$1.28 value for only 79¢. It's a money-saver!

WHAT YOU'LL DISCOVER—New, improved Shasta is guaranteed not to rob hair of the natural oils needed for naturally soft, shiny, healthy hair. Even dull, dry, unruly hair looks unbelievably softer, shinier, beautifully groomed under Shasta's magic-like touch. Shasta leaves

your hair looking its very loveliest.

HURRY! SUPPLIES LIMITED—Your dealer has a limited supply of this money-saving offer. So don't delay a moment. Go to your dealer today. Get a free 49¢ jar of Shasta when you buy a 79¢ jar.

PROCTER & GAMBLE'S GUARANTEE

Shasta does not rob hair of its natural oils. Leaves hair looking its loveliest. Procter & Gamble guarantees this or your money back. So you can accept this money-saving offer with full confidence. Use 49¢ jar first. If not overjoyed with the results, return 79¢ jar and get your money back in full.

SPANISH FASHIONS CONTINUED



BULLRING SUIT combines shirt, velvet bolero and skirt cut half straight and half circular. It is lined like a torero's cape in red satin (Tina Leser, \$125).



GRANDEE'S CLOAK was model for gray greatcoat trimmed in black braid (Tina Leser, \$125). Black hat has a white jersey pigtail (John-Frederics, \$55).

CONTINUED ON PAGE 20



LISTERINE TOOTH PASTE "THRIFT-PAK" Saves you \$3 a year...



...treat yourself to
YOUR FAVORITE BATH SALTS!

YOU KNOW THE MAKERS OF LISTERINE ANTISEPTIC don't put their name on any product that isn't "tops"! No dentifrice on the market beats Listerine Tooth Paste for (1) reducing tooth decay, (2) thorough polishing, (3) sparkling flavor, or (4) cleaning teeth and breath ("Listerine" means breath control, doesn't it?).

Only modern machinery, mass production, and more than 60 years

of "know-how" make the "Thrift-Pak's" low price possible.

Every time you buy a "Thrift-Pak" (two regular 45¢ tubes for 59¢!) you save yourself 30¢. Within a year the average family's bound to save as much as \$3.00 or more.

Change to Listerine Tooth Paste in the new "Thrift-Pak" today, and that \$3.00 is yours to do what you want with.

LAMBERT PHARMACAL CO., St. Louis, Mo.

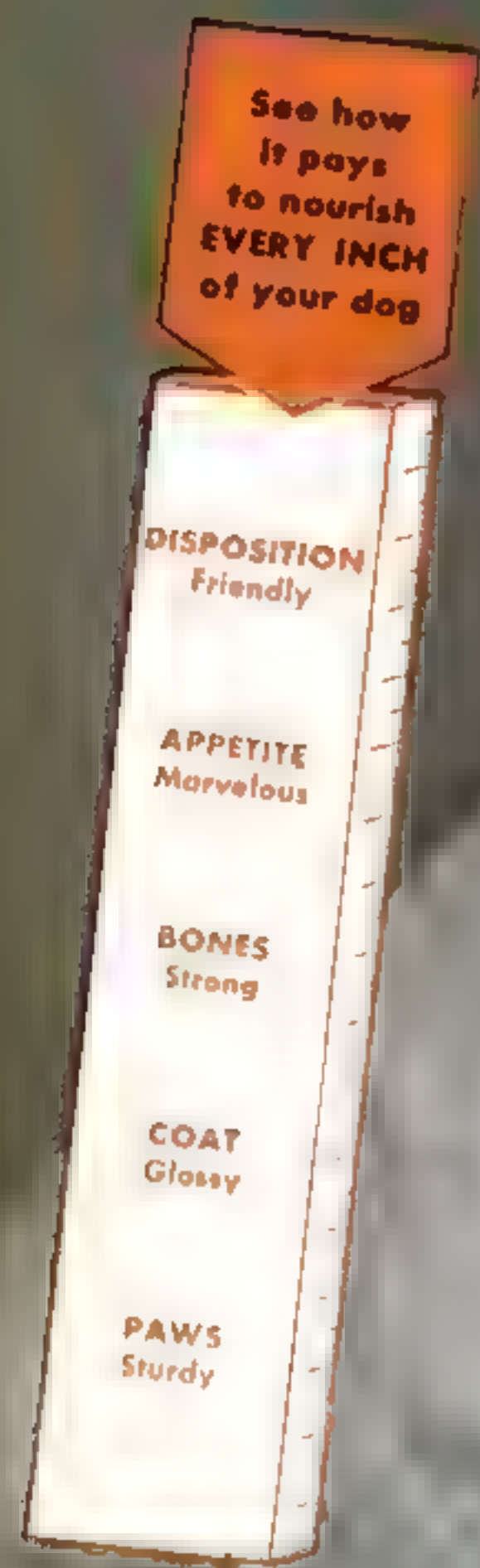


TOOTH DECAY cut way down!

How much can a dentifrice like Listerine Tooth Paste actually do to cut down tooth decay? Read this new, impartial evidence. Research just completed at a famous university definitely showed that this type of modern dentifrice, used regularly immediately after eating, can reduce cavities as much as 60%.

When it comes to cleaning, no tooth paste ... not a single one ... beats Listerine Tooth Paste.

We'll be so nice to come home to...
if you nourish **EVERY INCH** of us with Gaines!



THE PROOF THAT GAINES NOURISHES EVERY INCH OF YOUR DOG

All this nourishment in each pound of Gaines!



As much body-building proteins as in 1½ lbs. fresh beef—and as much of the B-complex vitamins thiamine and riboflavin as in 4 lbs. beef.

As much calcium and phosphorus for strong bones and teeth and as much essential niacin as there are in 7 quarts of Grade-A milk. As much fat as in 1¼ ounces of fresh creamery butter.



As much protective vitamin A as in 1 lb. garden-fresh tomatoes—as much iron as in 2 lbs. fresh liver—and as much food energy as in 1¼ loaves whole-wheat bread.

To come home to your dog and hear his happy bark—to see his sturdy body, the sleekness of his coat, the merry wag of his tail! To watch those bouncy paws all ready to burst into play—to see the strength and the happy high spirits

that signal HEALTH from head to tail!

Your dog can reward you so many, many ways, when you give him expert care, and nourish EVERY INCH of him with Gaines. And Gaines costs you less to feed than any other type of dog food!

In 2-lb. and 5-lb. cartons—and for owners of large dogs or of several dogs—the economy 10-lb., 25-lb. and 50-lb. bags.

Gaines

DOG FOODS

America's Largest-Selling Brand



SLIPS, SLURPS AND SUDS

This is how Broadway creates a big bubble bath

Seven days before *Peep Show* opened on Broadway (Tue., July 10) Showman Michael Todd was racking his brains to dream up a superclimax for his leg opera. At last inspiration hit him: he would dunk 30 girls in a bubble bath. The bath number, which cost \$36,000, was very troublesome to get ready. Todd flew in a Procter & Gamble consultant from Cincinnati, and he produced a sudsy foam to cascade down among the girls. The first mixture made the girls itch, so the formula was altered. The whole thing makes a terrible mess, but the girls—three are shown on the cover—now think it's fun, and so far no stowaways have been caught in the bubbles.



CLIMAX of show has 30 girls, each rising like Venas from the foam. They perch on grandstand, heads poked through holes in canvas down which bubbles cascade.

SCRAMBLING AND SLIPPING OUT OF THE CANVAS FRAME, "PEEP SHOW" GIRLS LEAVE BUBBLE BATH AFTER FINAL CURTAIN, HURRY OFF TO TAKE SHOWERS





Why zip, zip, zip



When ONE ZIP does it!



Get a light the first time—
and every time—with
Zippo! One zip and Zippo
is lit . . . even in wind or
rain. It's the lighter that's
unconditionally guaranteed . . .
has never cost anyone a
penny for repairs. At better
stores everywhere.

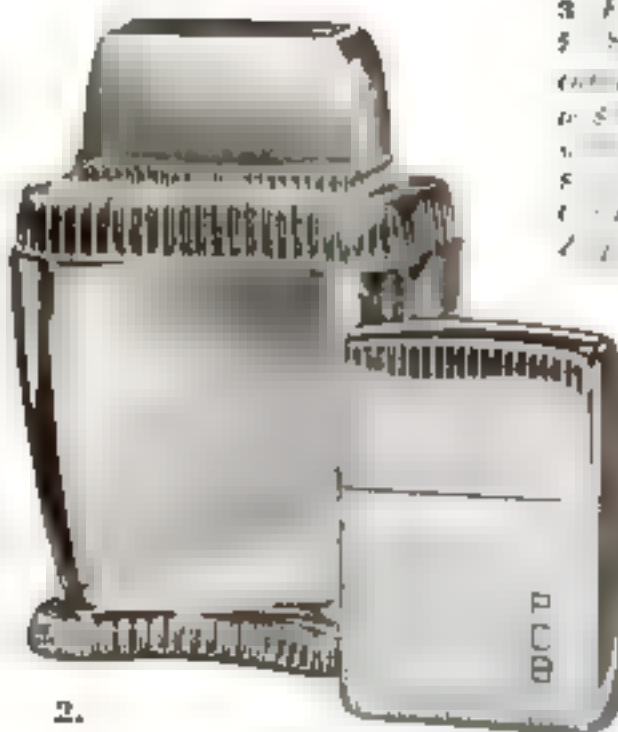
1 New luxury Zippo! Leather
Carved Cases, Genu or Calfskin and
English Morocco, \$3.50, no tax

2 New "Lady Bradford" table
model. Heavily plated in tarnish-
proof Rhodium, a Platinum group
metal. \$10, no federal tax.

3 Engine-turned Gleaming chrome,
\$5. Shining silver \$20, plus tax.

Other Zippo Lighters priced from \$3
to \$15, plus tax on solid gold and
silver models only. Personalizing
\$1 extra. Prices slightly higher in
Canada. Ask your dealer or write
Zippo for FREE catalog.

Sparky says:
"Give any lighter
more spark with
Zippo Flints and
Fluid!"



ZIPPO
the one-zip windproof lighter

© 1950, ZIPPO MANUFACTURING COMPANY • BRADFORD, PA.
ZIPPO MFG. CO. CANADA LTD., NIAGARA FALLS, ONT.



A BACK VIEW of bubble scene shows girls standing on grandstand which is erected behind the slanting bubble bath frame. Upper portion of the girls is seen by the audience while suds seep through and drizzle down their flanks.

CONTINUED ON PAGE 57



Hay fever sufferers! "Summer cold" victims!
PLAYTEX® Superfoam* PILLOWS
 give you blessed nighttime relief!



PLAYTEX

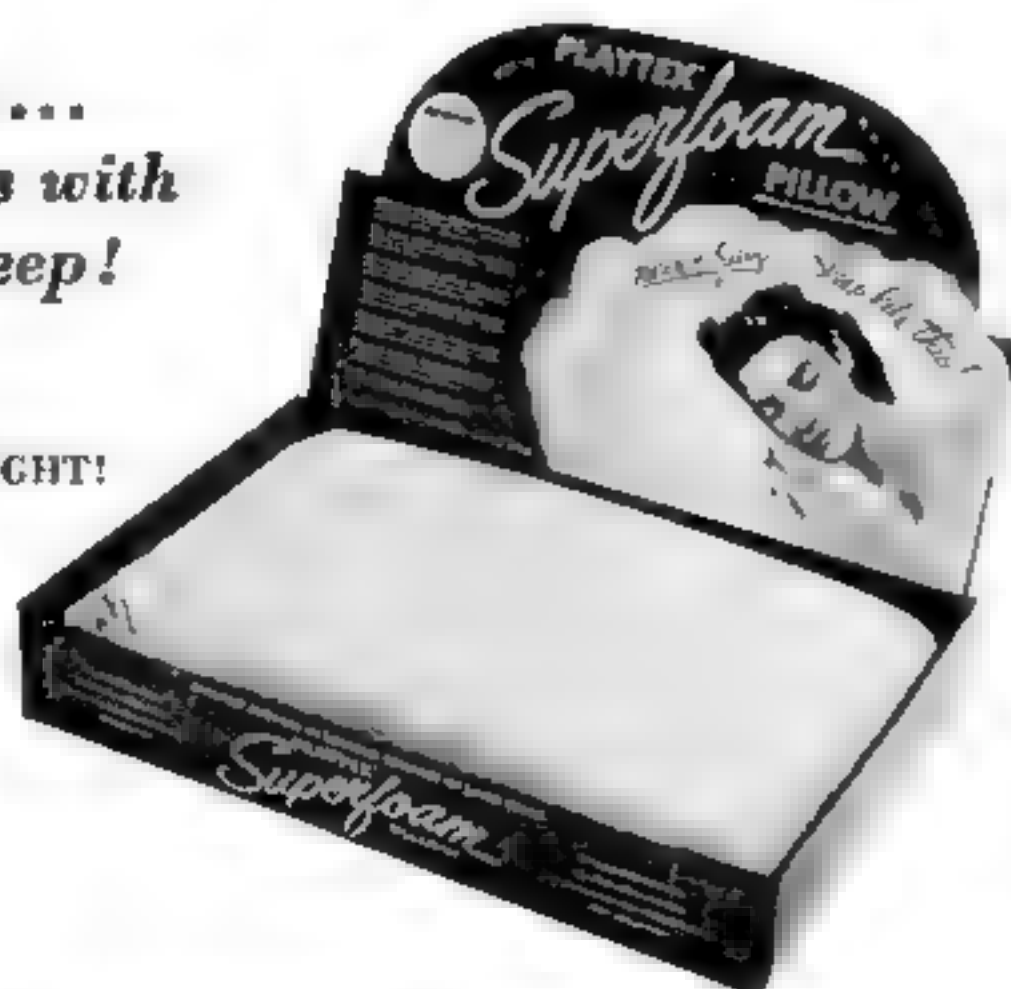
PLAYTEX FOR COOL, DEEP SLEEP
 ... THE PILLOW THAT'S
 ABSOLUTELY ALLERGY-FREE!

*For every occasion...
 no gift compares with
 the gift of sleep!*

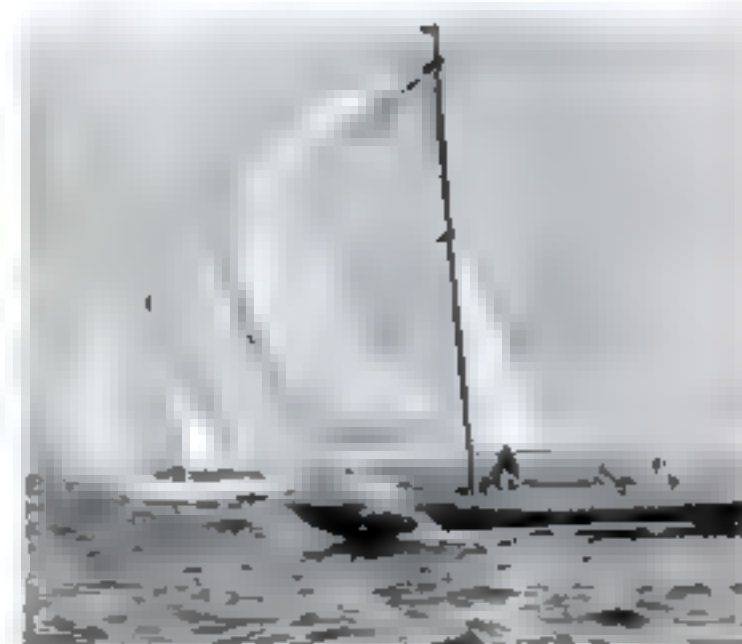
**CHOOSE YOUR
 FAVORITE PILLOW HEIGHT!**

Regular Height, white, pink, or blue extra-fine Sanforized cotton cover, nylon double-stitched with concealed zipper **\$9.95**

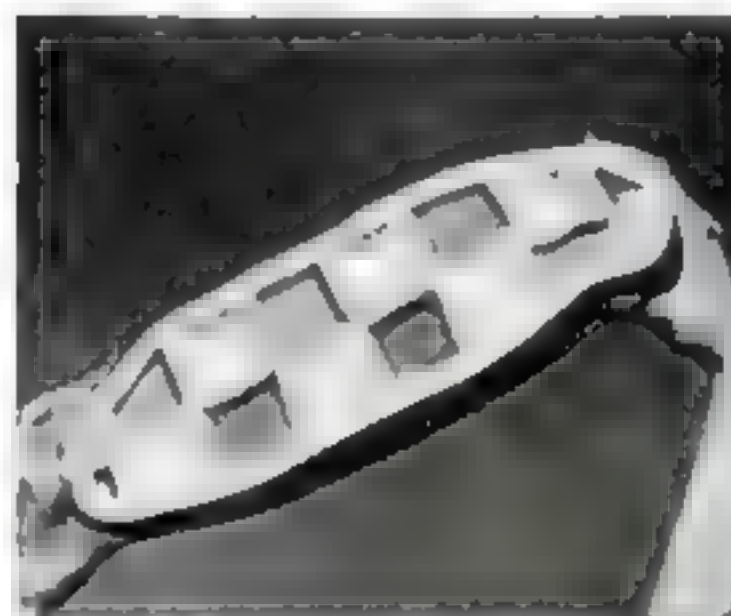
Extra-Plump, white, pink, or blue extra-fine Sanforized cotton cover, nylon double-stitched for longer, stronger wear **\$9.95**



1. Weepy eyes? "Stuffed up" nose?
 Don't let allergy symptoms keep you awake! PLAYTEX Pillows let you sleep—they're completely different from feather pillows, unlike all other foam pillows! Scientifically proved 100% allergy-dust-pollen-free!



2. Stays fresh and cool as an ocean breeze! Your PLAYTEX Pillow *never* gets hot or perspiration-soaked, *never* sags, lumps or bunches. Always refreshing, always soothing, you'll enjoy your PLAYTEX Pillow more than ever on the hottest summer nights.



3. Patented "staggered core" construction gives PLAYTEX Pillows exclusive advantages! PLAYTEX is never lumpy or saggy, cradles your head in the most restful position. Millions of air cells actually "breathe," keep the pillow cool, buoyant!



4. Feel the difference! PLAYTEX Superfoam* Pillows are *always* the finest quality...never "seconds" or "irregulars" that cost you more in the end. And the difference in price between PLAYTEX and so-called "bargains" is *less than 10¢ a year!*

Beautifully gift-packaged. At department stores, furniture stores and sleep shops, everywhere.

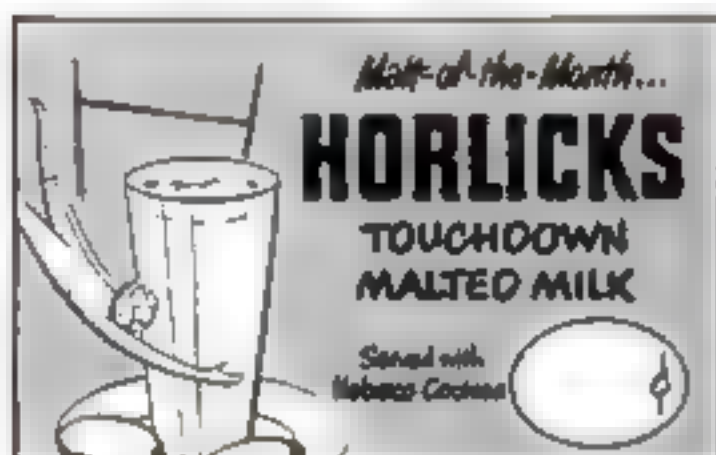
INTERNATIONAL LATEX CORPORATION Playtex Park N.M. 01950 Dover Del.



HORLICKS

"To Sleep or Not to Sleep"

When sleep is a problem, sip a pleasant cupful of hot **HORLICKS** at bedtime. It soothes you, relaxes you, invites restful sleep and banishes "Night Starvation." You wake refreshed. Get Horlicks from your druggist.



HORLICKS TOUCHDOWN MALTED MILK

Here's a winning combination! Luscious, pink-cheeked peaches and hearty scoops of ice cream, milk and **HORLICKS**. It's Horlicks Touchdown Malted Milk—the razzle-dazzle soda fountain special for September.

P.S. Happy thought for the rest of August! Horlicks Tropical Malted Milk—flavored with pineapple—at better soda fountains.



Horlicks Tablets Score with Youngsters

Quarterbacks J. G. go for Horlicks Tablets—real malted milk in candy form—and packed with nutrition. Hand 'em out when the kids ask for candy. From 10¢, at candy counters.

COMING SOON!

Hot Chocolate season. It starts with school—it's great after a game—heart-warming **HORLICKS** hot chocolate at the neighborhood soda fountain. For the best be sure to ask for **HORLICKS**.

← **REMEMBER THAT GOOD NAME**

SPANISH FASHIONS CONTINUED



BALL FRINGE and braid are piled on velvet bicorne (Sally Victor, \$65) worn straight on the head. The model wears a chignon, a big soft bun of hair, at the back of her neck.



BLACK BRAID trims shoulders of a tight red flannel jacket (\$30) and pockets of slim gray flannel skirt (\$16). The linen bullfighter's shirt has ruffled front (\$13; all by Caro).

CARMEN FLOUNCES and roses decorate expensive dress (Nanty, \$275) whose irregular skirt forecasts new evening length. The strap shoes (Evans) have red satin heels.

EXCEPTIONAL *Road Performance With* ECONOMY!



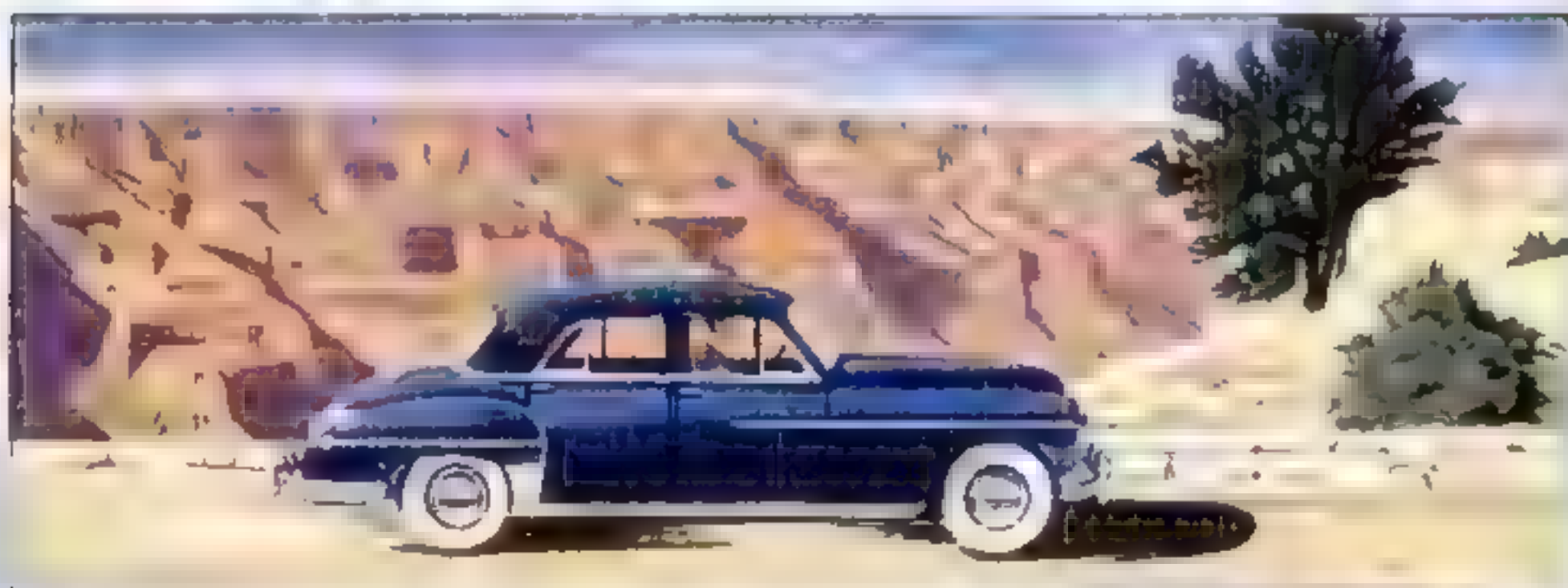
Don't Miss Flying Horsepower...

 **17 Times New!**... Yes, 17 improvements in gasoline quality just since the war—based on Consumer and Vehicle Requirement Surveys, New Car Testing!

 **With Mobilgas Special,** expect smooth, ready power—ex-

ceptional economy—fine protection against stalling, excessive dilution and gum troubles!

 **America's Favorite!**... that's the quality tip. Fill up with Mobilgas Special at your Mobilgas dealer's today!



Continually **NEW**
Mobilgas Special





The pony that wasn't just a promise

Every boy can't have a real live pony named Prince or Betty or Spot. The pony population will have to shoot up considerably before that great day comes. But every boy ought to have a little share of the real, true, touchable things of childhood. That ping pong set. That yellow rubber boat. Those cowboy boots from Texas.

Kids are different from grown-ups. They haven't learned yet to live with tomorrow. They don't understand about "waiting for the future." To put it bluntly—Tomorrow is a pretty no-account thing to a boy!

But here's the blessed part of it. Big folks' *secure* tomorrows can make little folks' *today*s come true. If you're not worried about the future—today becomes a brighter day. When the way's all clear ahead—you can breathe easier, smile at tomorrow— and *today* give all the precious little things that mean so much to a child. And when someone dear to you

says, "What did you bring me, Daddy?"—you don't reach down into your pocket and pull out your Prudential policy. You pull out cowboy boots.

★ ★ ★

It's the business of The Prudential to help you—and your family—enjoy a better life today by being more certain about tomorrow. Prudential life insurance can provide a guaranteed monthly check for your family to take the place of yours or a retirement income for yourself. Any Prudential representative will be glad to start you on your way—or speed up your progress—towards that Security for Tomorrow that means so much in happiness today.

Enjoy the Jack Berch Show—
Every morning,
Monday through Friday, NBC.



A mutual life insurance company

THE PRUDENTIAL INSURANCE COMPANY OF AMERICA • HOME OFFICE NEWARK, NEW JERSEY • WESTERN HOME OFFICE: LOS ANGELES, CALIF.



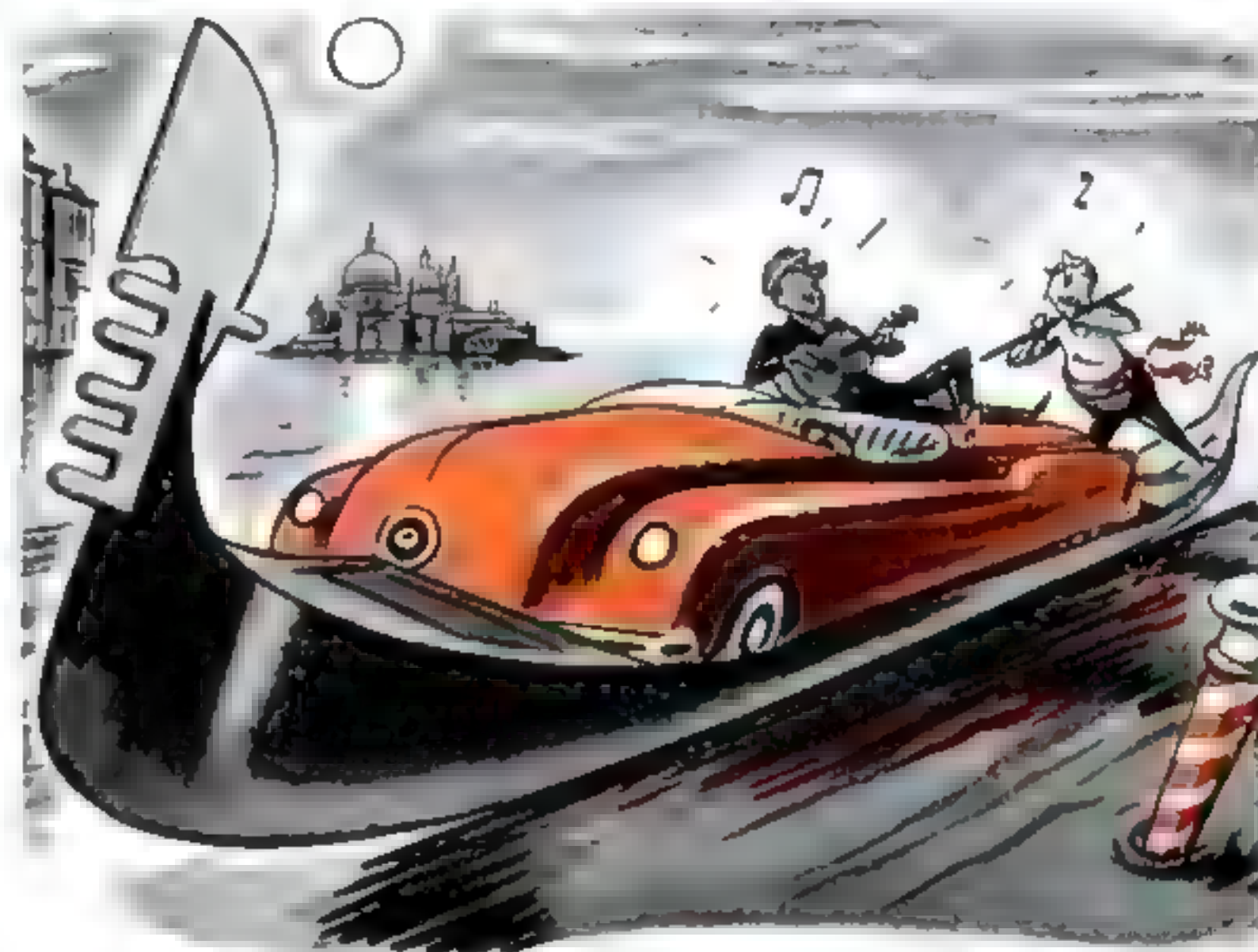
FLICKING OFF FOAM as they leave the stage are Jackie Tapp (left) and June Kirby. Most girls wear rubberized rompers to keep from getting too wet.



CLEANING UP STAGE after every performance, stagehands mop up slop, sprinkle salt to help dissolve the suds. In background is the bubble bath frame.



If your car feels like *this*... it's time for
MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH MARFAK!

Especially in late summer, you'll be glad you asked for *Marfak* lubrication. Tough, "elastic" *Marfak* resists heat and wash-out, stands up to road poundings for 1,000 miles and more! *Marfak* clings to bearing surfaces, guards wear and friction points far longer. That's why that "cushiony feeling" lasts and lasts! Get *Marfak* lubrication today. See your neighborhood Texaco Dealer, the best friend your car ever had.



THE TEXAS COMPANY
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Texaco Products are also distributed in Canada and in Latin America

ANNOUNCING One of the Major

LIFE'S PICTURE HISTORY OF WORLD WAR II

Partial Scope of This 376-Page Picture History

- THE CONQUEST OF EUROPE. Blitz in Poland. Overrunning the Low Countries and France. Occupation of Paris. Dunkerque.
- THE SIEGE OF BRITAIN. Spitfires vs. Messerschmitts. London under fire. The voice of Winston Churchill.
- THE AXIS STRAINED. Italian fiasco in Greece. High cost of Crete. Invasion of Russia.
- THE ARSENAL OF DEMOCRACY. Intervention vs. Isolation in U.S. Lend-Lease. The Atlantic Charter. Pearl Harbor.
- JAPANESE CONQUESTS. Fall of Guam, Wake, Hong Kong, Java, Bataan, Corregidor. Midway. The Doolittle raid.
- THE AXIS CONTAINED. Battle of Coral Sea. El Alamein. Rommel's retreat. Battle of North Atlantic. Siege of Stalingrad.
- THE AXIS REVERSED. Invasion of Africa. French navy scuttled. Casablanca. Montgomery breaks Mareth Line. Capture of Tunisia. Red offensive. Flying the Hump.
- THE AXIS BROKEN. Sicily beachhead. Mussolini flees Italy. Salerno. Cassino. Anzio. Liberation of Rome. Advance in South Pacific. Submarine war. Solomons-New Guinea ladder. Bougainville. Tarawa. The Seabees.
- INVASION. Prelude to D-Day. 8th Air Force Raids on Festung Europa. Massing of men, ships, supplies. D-Day. Normandy beachhead.
- THE HOME FRONT. Industrial production. America's leaders. Wartime Washington. Death of Roosevelt.
- VICTORY IN EUROPE. St. Lô break-through. Liberation of Paris. Battle of the Bulge. Crossing the Rhine. The Ruhr trap. Nazi retreat from Russia. Fall of Berlin. Surrender.
- VICTORY IN THE PACIFIC. Sea battles of the Philippines. Invasion of Luzon. Liberation of Manila. Saipan. Iwo Jima. Okinawa. The Carrier War. The A-Bomb. Surrender on the Battleship Missouri.

BY THE EDIT

Publishing Events of Our Time

—AND A SPECIAL PRE-PUBLICATION OFFER BY **LIFE** TO OUR READERS

IT IS NOW ON THE PRESSES—the book that will make you an enlightened spectator of the six most eventful years in the history of mankind . . . **LIFE'S PICTURE HISTORY OF WORLD WAR II.**

A Book Only LIFE Could Do

Some time ago, the publishers decided that any reader who likes LIFE would also want to own a book which would make the reader an eyewitness at all of the major events and campaigns of World War II . . . *seen in their proper historical perspective.*

We felt we were in a unique position to prepare such a book. Only LIFE could call upon the talents of 36 staff photographers scattered all over the globe, 307 correspondents, writers, reporters, researchers, 36 editors—all highly trained in the new art of the picture story. And we possessed, in our huge editorial library of photographs, paintings, facts, and documents relating to World War II, the raw materials for a hundred fascinating books about the war.

The Pick of the Whole World's War-Picture Archives

Yet we ranged many thousands of miles beyond our own files to create this book. Editorial "task forces" of LIFE representatives scattered throughout the entire world sifted through every important archive of wartime pictures, paintings, drawings, and related records.

This intensive search yielded captured German and Japanese

paintings and photographs never before released, or up till now undiscovered . . . "top secret" pictures from U. S. Army, Navy, Air Force, Coast Guard, and Marine Corps files that can at last be shown . . . photographs by British, French, Russian cameramen which could not be printed before, or which could not be properly evaluated until now . . . pictures from Associated Press, United Press, the U.S. Alien Property Custodian.

You Are There When It Happens

The result is a great 376-page, 1000-picture volume which will give you a clearer and closer over-all view of the global war than was experienced by any single war correspondent, any general or admiral, any president or prime minister.

Every page will make it seem as if you are actually there at Warsaw . . . Stalingrad . . . Pearl Harbor . . . Wake Island . . . Bataan . . . El Alamein . . . Cassino . . . Tarawa . . . Normandy . . . Iwo Jima . . . Okinawa . . . Hiroshima. You will stand in the sands of Dunkerque, peer through Nazi submarine periscopes, ride alongside daredevil Spitfire pilots, crouch in a shallow slit trench at Anzio. You will mingle with the leaders . . . Roosevelt, Hitler, Churchill, Chiang Kai-Shek, Eisenhower, Rommel, Yamashita, Bradley, Patton, Montgomery.

The roster of distinguished contributors includes such writers as novelist John Dos Passos and war correspondent Robert Sherrod; such photographers as Margaret Bourke-White, Robert Capa, William Vandivert, Carl Mydans, George Silk, Eliot Elisofon and many others. Special maps by cartographer Richard E. Harrison. The

book's editor is Arthur B. Tourtellot, Editor of *THE MARCH OF TIME's Crusade in Europe.*

Ordinarily, editorial and production costs of a volume of this kind require that it be priced at \$15 to \$20. However, when a very large first printing can be underwritten by advance orders, the price can be made considerably lower. A few weeks ago, we wrote *LIFE subscribers* a special letter about this book. We received such a flood of advance reservations—that we were able to order **THE LARGEST FIRST PRINTING IN BOOK HISTORY.** As a result, we can now extend this same pre-publication offer for a limited time to *all* readers of LIFE.

LIFE Readers Are Invited to Save \$2.05

When **LIFE'S PICTURE HISTORY OF WORLD WAR II** is placed on general sale throughout the country, its retail price will be \$10. *But if you fill out and mail the special Readers' Reservation Certificate (printed below) BEFORE midnight, September 15, you may purchase a copy at the special pre-publication price of \$7.95.* We will notify you as soon as your copy is ready. Then we will ship it to you **FOR FREE EXAMINATION.** You needn't decide whether you wish to keep it until *after* you have seen it.

Please do not send any remittance now. Merely mail the Reservation Certificate below. We believe that once you see this book, you will want to own it, read it, treasure it, pass it on to your children and grandchildren in later years. But this is your only chance to examine it free, and buy it (if you so decide) at a substantial saving of \$2.05.

NOTE TO LIFE SUBSCRIBERS

This is the special pre-publication offer that was made to you in a private letter several weeks ago. The response from our subscribers then was so overwhelming that we decided to increase our print order and open this offer to *all* LIFE readers, including those who purchase LIFE at their newsstands. If you did not receive our letter, or failed to take advantage of its offer for any other reason, you may still place your reservation by sending in the Reservation Certificate printed here.

This Reservation Certificate Worth \$2.05 to LIFE Readers
MUST BE MAILED NO LATER THAN MIDNIGHT, SEPTEMBER 15, 1950

ANDREW HEISKELL, Publisher, LIFE
540 North Michigan Avenue
Chicago 11, Illinois

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LUCY as a little girl is only portrait of museum founder.

Monhegan Island

Rocky bluffs off Maine attract famous artists

Even before the Civil War, American artists were scrambling over the rocky coast of Maine, painting its scraggly pines and picturesque fishing villages. But few artists ventured onto the bleak island of Monhegan, 10 miles off the Maine coast, until 1905 when Rockwell Kent settled there. Kent's paintings of the stark headlands and hardy fishermen's life (*opposite page*) began to attract throngs of artists to the island, and soon Monhegan took its place among the leading art colonies of New England.

This month an exhibit of paintings of Monhegan by famous American artists of the past 50 years is being held at Maine's newest art center, the Farnsworth Art Museum in Rockland. The museum was completed two years ago with money left by an eccentric spinster named Lucy Farnsworth, who died in 1935 at the age of 97. During most of her life Miss Farnsworth lived alone in a florid Victorian mansion, mulling over her securities and stuffing dollars under the carpets. Before her death she destroyed every picture of herself except the portrait above. In her will she left a million dollars for a museum devoted to the art of Maine. On the following pages LIFE shows some of the paintings which visitors to the Farnsworth museum will see.

IN GULL COVE artists string out along rocks to—
paint Monhegan bluff, White Head (*background*).



DOWN ROCKY BEACH, in a painting done by George Bellows in 1913, fishermen haul boat toward the water's edge. Bellows, who called this scene *The Big Dory*, spent three summers on Monhegan. His early work was greatly influenced by another Monhegan artist, Rockwell Kent (below).



BELOW BLACK HEAD, the looming promontory at east end of island, Rockwell Kent painted lobstermen pulling in their catch on a wintry morning. One of first artists on Monhegan, Kent settled there in 1905, earned his living as a lobsterman, painted only when it was too rough to go to sea.

To BE SURE you're RIGHT— go "Back to School" with **ARROW!**



This man is so proud of his Arrow White Shirts he wants people to see them! *Left:* Gordon Dover, the button-down Oxford—a campus classic. \$3.95. *Right:* Pell, the new broadcloth shirt with rounded-off collar. \$3.95. BOTH are "Sanforized"-labeled! The ties he's showing off are part of Arrow's new campus collection. \$1.50-\$2.50.

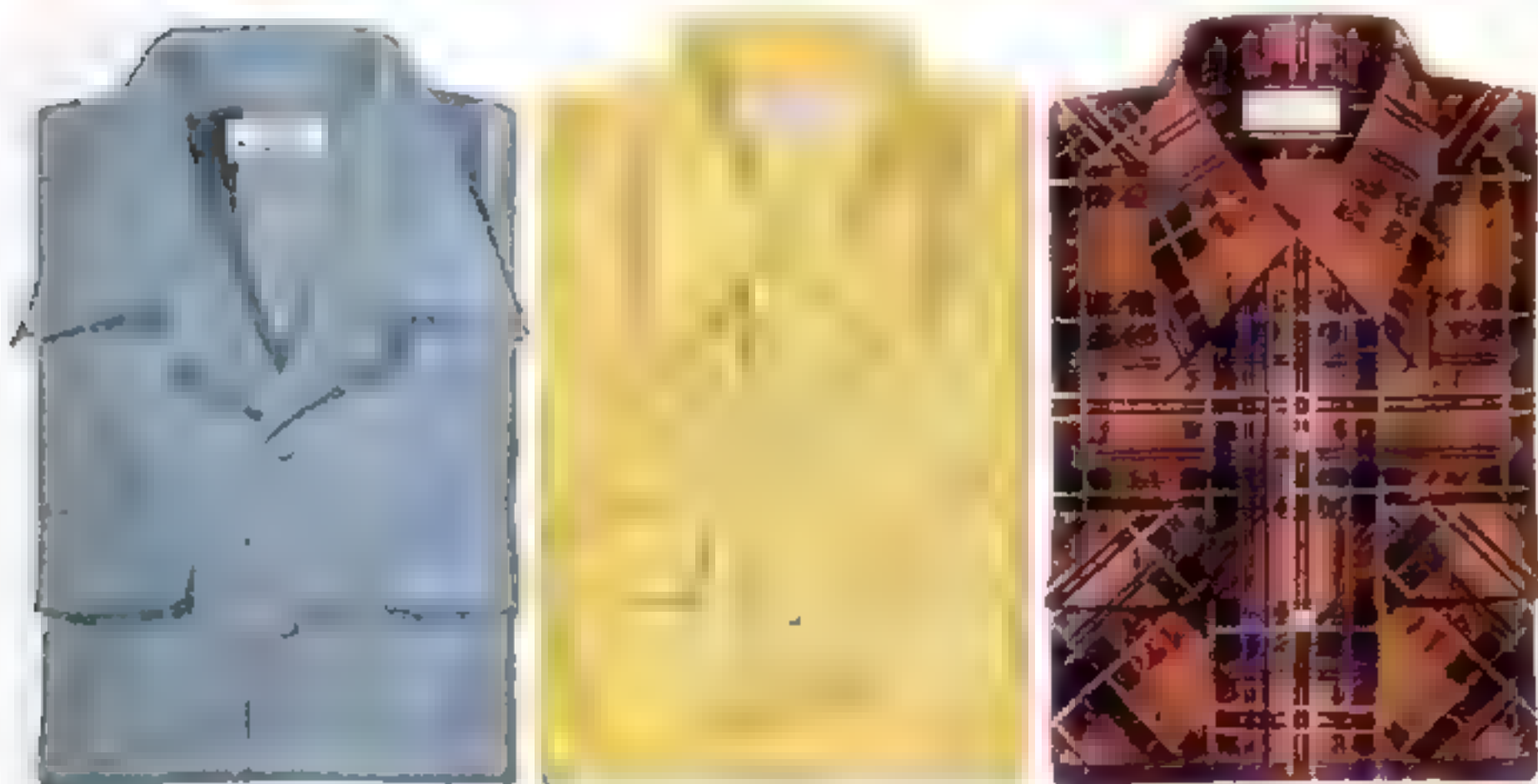
Having the proper gear is mighty important to university and prep school men. And—you're **RIGHT** with Arrow! Arrow is as solid a campus fixture as the old elms, and the chapel clock!



The new soft-weave Baskette shirt with button-down collar. \$3.95. Goes extra well with Arrow's pure silk striped repp ties. \$2. *Right:* same fabric in a smart stripe, with widespread collar. (Also white) \$3.95. Arrow Mayfair foulard tie—\$1.50. Handkerchiefs, BIG, as men like 'em! 35¢ up



The Shoreham, America's No. 1 "Black Tie" shirt! Turn-down collar attached, lightly-starched pleated bosom. \$6.50. Underwear—the world's most comfortable shorts (no center seam to chafe)! \$1.25 up. "Sanforized"-labeled. T-shirts, \$1 up.



Sports Shirts—more popular each year! *Left:* Arrow Gabanaro, a rich, rugged, washable rayon gabardine—in your exact neck size and sleeve length. Your choice of 12 colors. \$5.95. *Center:* A stunning new Arrow sports shirt of Corduroy.

Solid comfort—cut free for action, in 11 handsome colors. \$7.95 *Right Plaid*—one of a group of mouth-watering plaids and checks—all washable—that you'll find at your favorite Arrow dealer's. \$3.95-\$10.

ARROW

for "BACK TO SCHOOL"

Cluett, Peabody & Co., Inc.
Shirts • Ties • Sports Shirts • Underwear • Handkerchiefs



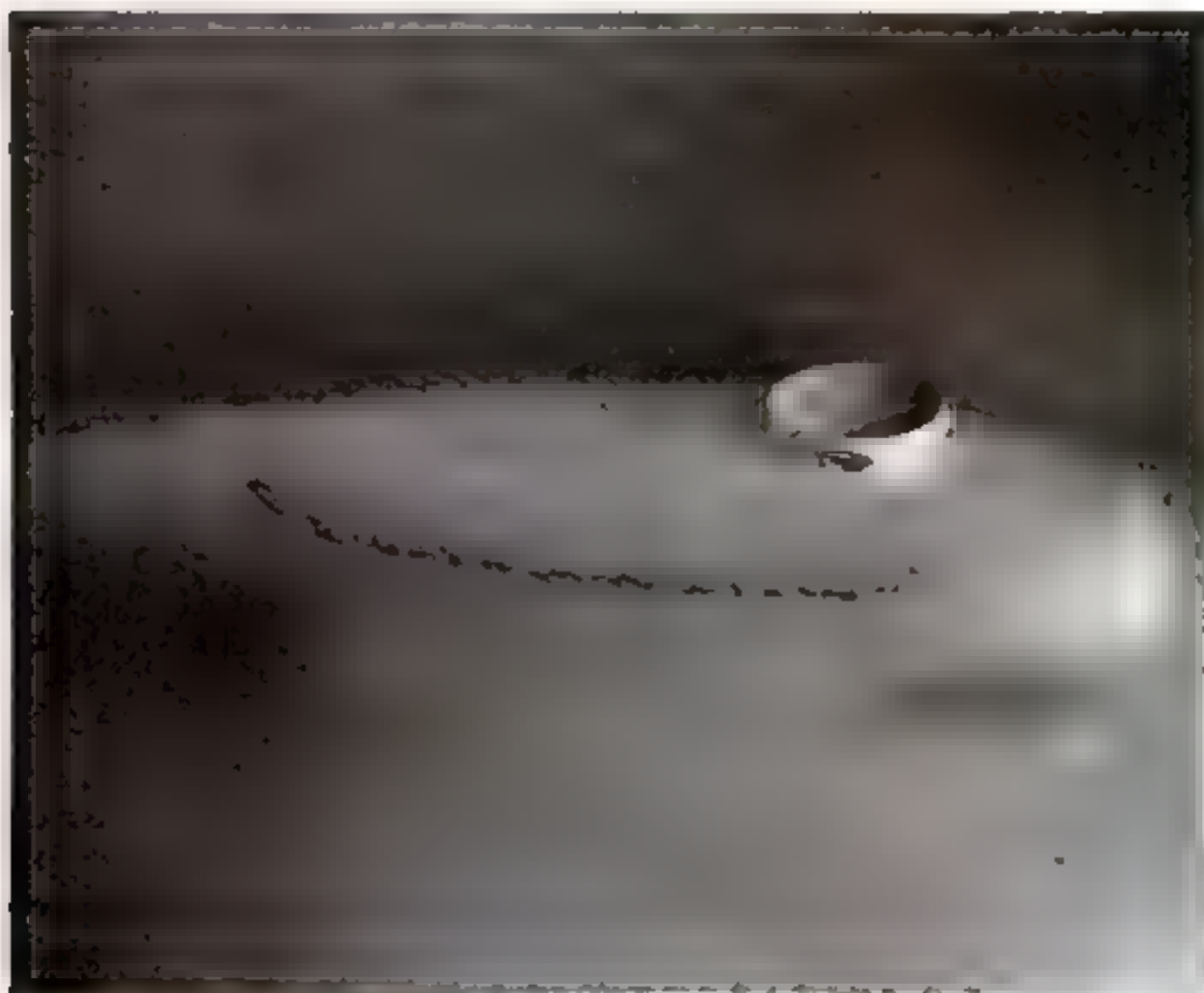
INVENTOR HALLEY HAMLIN STANDS IN CONNING TOWER OF HIS TINY SUBMARINE AS IT CHUGS TOWARD SHORE AFTER A TEST DIVE OFF THE FLORIDA KEYS

MINIATURE SUB

Homemade boat is 13 feet long, equipped to sink, swim or crawl

Ever since 1620, when the Dutchman, Cornelius van Drebel, built the first workable submarine, other inventors have tried to improve on his idea. Some got a crude drawing on paper; some got as far as the water, where many of their boats sank for good. Last month in Florida an ex-Marine named Halley Hamlin was mysteriously testing a strange-looking invention of his own, which he built in his Cortland (N.Y.) garage and calls "the egg." Made of boiler plate,

the tiny sub is 13 feet long, 6 feet high and can hold one or two men. It has battery-driven propellers for swimming and caterpillar tracks for crawling on the ocean bottom or up onto shore. Hamlin, who thinks the egg will "do anything a fish can do," claims that it can cruise 20 miles under water, carry enough oxygen to keep one man down for 64 hours. It is, he says, the ideal thing for treasure hunting, salvage work or for landing a two-man patrol on an enemy shore.



SUBMERGED, "the egg" has taken on ballast of water to make it sink. Covered conning tower looks hollow because of the refraction of light under water.



CRAWLING ASHORE, sub moves on its caterpillar tracks. Lights, which are used for exploring ocean bottom, are regular automobile sealed-beam headlights.



REPORT FROM THE ORIENT: GUNS ARE NOT ENOUGH

KOREA TEACHES US THAT TO SAVE ASIA WE MUST KNOW ABOUT THE PEOPLE

by JOHN OSBORNE

THIS is a story that no American should ever have to write. It is the ugly story of an ugly war, perhaps the ugliest that Americans have ever had to fight. Because there is so much to tell that is sorrowful and sickening, let the story begin with a few good and heartening things that also can be said about our war in Korea.

The American effort and the American soldier in Korea are magnificent. In the first weeks of defeat and retreat, the weeks when companies of Americans were fighting regiments of North Koreans, it was easy to think that once again the U.S. was caught, as it had been at the start of all its wars, without arms and perhaps without the will to use what little we had. Nothing could be further from the truth. Doubtless we could and should have been better prepared than we were when the North Koreans attacked. But the more important fact is that never before in all our history have we been so nearly prepared at the start of any war as we were at the start of this one. Today, after only a few weeks of the war, we have in Korea more men and more arms than we sent to the invasion of North Africa in November of 1942, 11 months after Pearl Harbor.

Already, though still outnumbered, we have the greater weight of arms, on the ground and in the air and at sea. We know how to use and coordinate the arms, as we did not know for many months after the start of World War II. It is a wonderful and thrilling thing to see, as I have just seen, infantry in action with the support of fighters from the Air Force, bombers from a naval

carrier and, if the field commander had wanted it, bombardment from warships standing offshore. It is wonderful and thrilling, too, to ride the pipeline into Korea. The C-54s, the C-46s and 47s stream into the airports of Japan, laden with everything from battlewise noncoms to dismantled artillery. And the ships—commandeered freighters from Japan, transports and freighters from America—bring on a mounting store of men, equipment and arms. We might yet be pushed out of Korea. But the build-up of American power has been achieved at a pace and on a scale that would never before have been possible so early in a war so far from home.

Then there are the soldiers. They are boys, most of them, in their teens and early 20s, many of them lately trained only in the softening and vitiating duty of the occupation in Japan. They were scared. At first, in some places, they abandoned positions that seasoned troops might have held even against the odds facing them. But all that counts for nothing. In a land and among a people that most of them dislike, in a war that all too few of them understand and none of them want, they became strong men and good soldiers—fast. Quite literally overnight they learned all there is to know about sticking, fighting, killing and dying. The business of soldiers is not to die but to live, and they are learning to do that too. I have seen boys who by rights should have been freshmen in college transformed by a week of battle into men wise in the terrible ways of this especially terrible war.

I say that this is an *especially* terrible war. It is so for reasons which every American must understand if we are to grasp the extent, the nature and the immense complexities of our problem in Asia. No American, after seeing the actualities of war in Korea, could ever call it a "police action" or could dismiss it as merely the first of many "dirty little wars" that we must learn to take in our stride. Much of this war is alien to the American tradition and shocking to the American mind. For our men in Korea are waging this war as they are forced to wage it *and as they will be forced to wage any war against the Communists anywhere in Asia.*

There is one qualification. Our soldiers will continue to be forced to war in this fashion—until our political and military leaders acquire and apply an understanding of war in Asia that they have not as yet displayed in Korea. Above all, our leaders must grasp one quite simple fact: war against the Communists of Asia cannot be won—not really won—by military means alone. To attempt to win it so, as we are now doing in Korea, is not only to court final failure but also to

force upon our men in the field acts and attitudes of the utmost savagery. This means not the usual, inevitable savagery of combat in the field but savagery in detail—the blotting out of villages where the enemy *may* be hiding; the shooting and shelling of refugees who *may* include North Koreans in the anonymous white clothing of the Korean countryside, or who *may* be screening an enemy march upon our positions, or who *may* be carrying broken-down rifles or ammunition clips or walkie-talkie parts in their packs and under their trousers or skirts.

And there is savagery by proxy, the savagery of the South Korean police and (in some sectors) South Korean marines upon whom we rely for contact with the population and for ferreting out hidden enemies. I am not presuming to issue righteous indictments—or to ignore the even greater savagery of the North Korean army. I am simply stating the elementary facts of war in Korea. The South Korean police and the South Korean marines whom I observed in front line areas are brutal. They murder to save themselves the trouble of escorting prisoners to the rear; they murder civilians simply to get them out of the way or to avoid the trouble of searching and cross-examining them. And they extort information—information our forces need and require of the South Korean interrogators—by means so brutal that they cannot be described. Too often they murder prisoners of war and civilians before they have had a chance to give any information they may have.

The cost in lives

ALL that is said here is based either on what I myself have seen or on the first-hand testimony of men who participated in the episodes described. It all adds up to a grave conclusion: if our forces had been accompanied into Korea by an adequate staff of political officers who could talk to the people of Korea, many American soldiers who are dead today would be alive. Our men would have been spared some of the terrible necessities that have been forced upon them, and the American record need not have been blotted by our reliance on, or passive acquiescence in, the murderous habits and methods of our South Korean helpers. Let it be understood that I do not refer to the South Korean army, which has fought with great bravery and effectiveness, but only to the South Korean police and marine units which I have seen in action behind our lines.

In some parts of Asia we would, with the best and most intelligent will in the world,

← THE CASE OF THE THREE MYSTERIOUS KOREANS

This seemingly quaint photograph illustrates how difficult it is for American troops to understand the Koreans. It was taken by an Army photographer and came in to Tokyo captioned simply: "American tanks advance through a village somewhere in Korea." An officer at headquarters, however, pointed out: 1) these horsehair hats are worn only by heads of families and it is most unusual to see three of them together, 2) the men are marching in perfect military step; 3) the traditional white robes are bulging with what could be hand grenades. Maybe some Americans farther back suffered because our troops have not been taught to tell harmless patri-archs from North Korean infiltrators.



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WAR REPORTER OSBORNE, a senior TIME and LIFE correspondent in the Far East, dons Mae West for flight back to Tokyo headquarters from Korea

REPORT FROM THE ORIENT CONTINUED

be hard put to find enough Americans who can speak the language and who know the ways of the country concerned. But this is not so in South Korea. We occupied it for nearly three years and in this time we should have accumulated a considerable staff of military and civilian officials who came to know the country, the people, the language. We have in Japan officials, civilian and military, who speak and understand Japanese. Because the Japs occupied Korea for so long, Japanese is the second language of the country. We could have assembled and can still assemble a staff adequate to put our field forces in effective communication with the people of South Korea.

Why haven't we done it? I know of only one reason. It is that, with all our experience in Europe in and after World War II and all our postwar experience of occupation in Japan and Korea, we and our leaders still have not recognized the union of politics and arms in war. We still think of war and of "politics" as two separate things, the one to be waged by simple soldiers and the other to be handled, if it is handled at all, by civilian specialists who have nothing to do with the war itself. We laugh at the "commissars" whom the Communists take good care to have with their military forces, and we refuse to see that with our enemies the "politics" comes first, the fighting second. We, in short, persist in thinking of political warfare as something to be practiced by rear-area pamphleteers and tolerated by the fellows doing the real fighting. All this being so, our military organizations in Korea and elsewhere naturally do not have, as integrated parts or even as detached complements to the regular staffs, sufficient personnel equipped to deal with the people of the country, to explain to them and to our own men why we happen to be fighting there. During World War II in Europe the consequences of this attitude and these lacks were obvious enough. However we may fare again in Europe with our chronic neglect of the political aspects of war, we cannot get by with it in Asia. That is the lesson of Korea.

It is true that many of the American civilian officials who were stationed in Korea before the war are there now, some of them at General Walton Walker's Eighth Army Headquarters and with division headquarters. But I saw none of them at work in the field and I saw no American division, regiment, battalion or company in the field that was adequately staffed to deal with and talk to the people of the country.

This is a guerrilla war

IN Korea today our military and political positions are intimately interwoven. For this is a guerrilla war, waged amongst and to some extent by the population of the country. For proof of this and all that is said here, come with me now to South Korea and see with me some of the scenes that I have lately witnessed or heard of at firsthand.

Come first to an important headquarters city in South Korea. On a luminous sunny morning we are driving from the city southward

CONTINUED ON PAGE 81

Fast help for HEADACHE

Upset Stomach • Jumpy Nerves

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Quick! Pleasant! Bromo-Seltzer effervesces with split-second action, ready to go to work at once. And it is so refreshing! You must be satisfied or your money back! Caution: Use only as directed.

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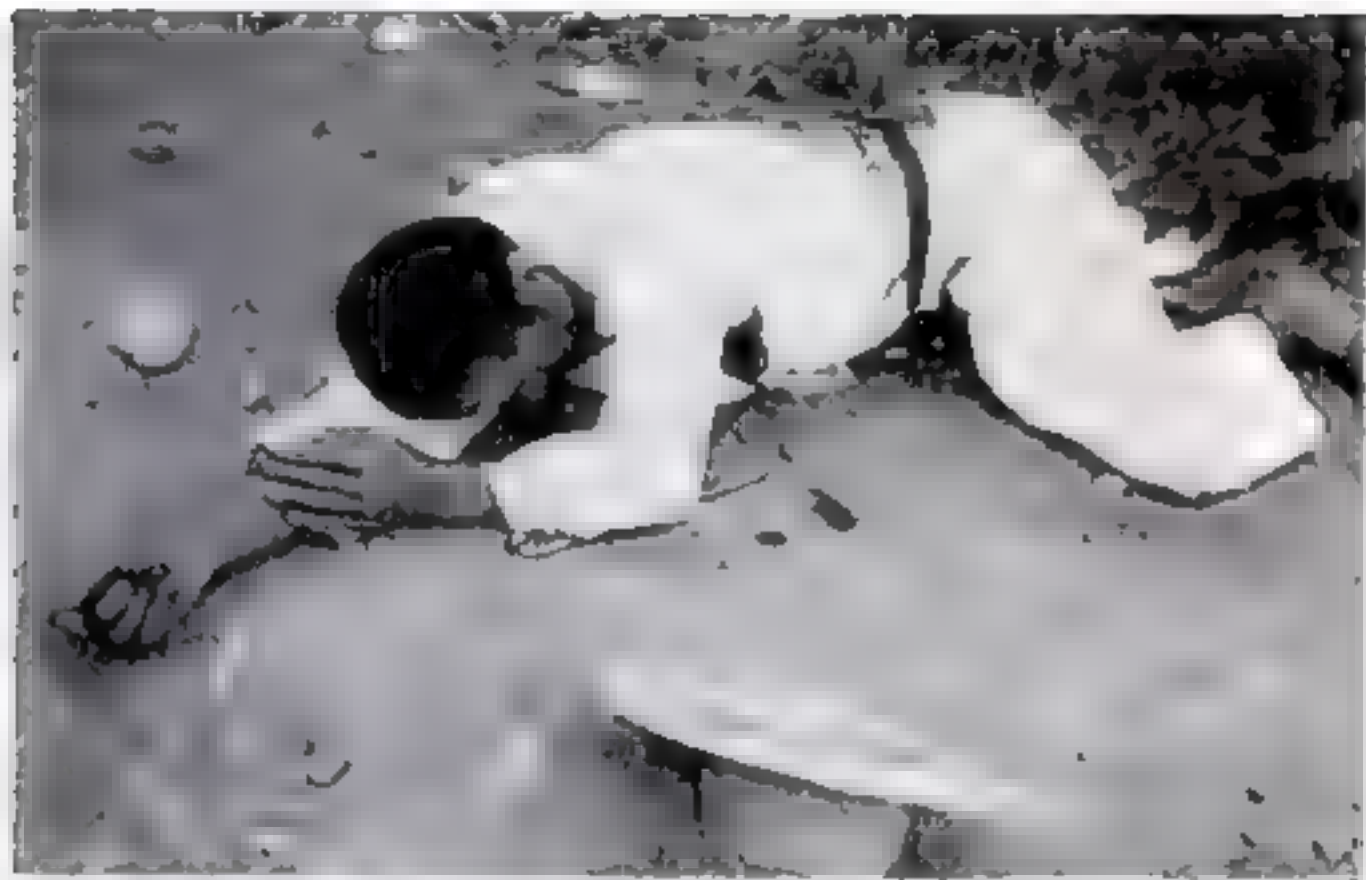
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COMMUNIST GUERRILLA dressed like a refugee lies dead by roadside. South Korean police frequently kill guerrillas before they can be interrogated.

REPORT FROM THE ORIENT CONTINUED

toward our lines. Our jeep has to halt in the city street: in its path is a long, long file of refugees from the fighting areas. Watching them, I understand all that I have just been hearing, and hardly believing, about the danger of mass enemy infiltration even here, at this time a good 40 miles from the nearest fighting. There are old men, and women, and young girls and young children in the line. But there are also many young men, indeed in this particular column they seem to outnumber the others. Most of them carry packs, apparently of extra clothing. They plod by, eyes down, backs bent, legs pumping up and down in the stiff and universal fashion of the burden bearers of Asia. At some point, in theory, they will be screened by Korean authorities and placed in temporary camps. But when? Where? Sitting in the jeep, watching them march by without escort of any kind, I knew the constricting doubt and fear that every American in Korea comes to know as he watches those silent strangers, to whom he cannot speak, filing down the roads, across the paddies and through the cities of the south. And this particular column is remembered a few days later when I hear that North Korean guerrillas have unaccountably turned up far behind our lines and are fighting within a few miles of the city.

Come now on a hilltop in southwest Korea. The hillside falls steeply to a river and a valley of paddies. Just across the valley is a schoolhouse, now the forward command post of an American infantry unit. Twice on this day, just before our arrival, this post had been attacked by hundreds of North Koreans who emerged without warning from the hills and very nearly overran our position. From the hilltop where we now stand, soldiers of an American machine gun squad had seen the repulsed enemy retire beyond range and then, in plain sight of our men, calmly change from the green uniforms of the North Korean army to the white trousers and blouses of Korean peasants. And then they had walked back into the hills, looking like any of the lines of refugees who on this and every other day come down from the hills, across the paddies and along the roads past our lines and command posts. The soldiers watching from the hill do not forget; they remember the tiny figures in the distance, changing from green to white, every time they see a column of peasants coming toward them and they reach for their guns, and sometimes they use their guns.

Face to face with—what?

It is 6 o'clock on another morning at another place. But the scene is almost the same: our command post in a village at the foot of a valley, our men disposed across the rusty hills 2,000 and 3,000 yards beyond the post, and now, in the half light of early morning, distant figures in white walking down a road from the hills.

A few GIs, tired after a harassing night of intermittent alarms and firing, go taut, take up their rifles and walk stiff-legged toward the end of the village street nearest the oncoming people in white. One of the GIs says, "Christmighty, look there," and points across the paddies to our right. Another group, not in column but scattered in ones and threes and fives, is walking down the little paths which intersect the paddies. An old man with a stick in his hand leads the column on the road. Other men, not young, seem to be leading their families across the paddies. Are they fleeing from the enemy? Or are they—and precisely this has happened to these particular GIs in the street of our village—being driven toward us by the enemy

CONTINUED ON NEXT PAGE

GOOD TASTE TODAY...



Send postcard for FREE leaflet with 42 tips on "Good Taste Today," Box A-8, Oneida, N. Y.

What about olive pits? Take pits, seeds or bones from your mouth by thumb and forefinger. Don't use napkin as a screen! Incidentally, the good taste of your table appointments is just as revealing as your table manners. To keep your table looking right, a handsome set of matching silverware probably does the most for the least money. A 36-piece set of 1881 (R) Rogers (R)* Silverplate is only \$39.75, chest included! Compare this long-lived silverware for weight, finish, design. A remarkable value! 4 beautiful patterns. Pattern shown below is Del Mar*.



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with this news! You can now clean your dog *without bathing!* Sergeant's SKIP-BATH does the trick! Just pour on, rub in, wipe off! It frees your dog of odors, fleas, ticks up to a whole week! Safe to use like all Sergeant's Dog Care Products. There's one for just about every problem—fleas, itching, worms, ticks, ear trouble, poor condition. Approved by consulting veterinarians. Famed for 75 years. **FREE:** Sergeant's Dog Care Book on how to feed, train and care for your dog. At drug or pet store—or write Sergeant's, Dept. A-21, Richmond 20, Virginia.

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Actors' faces are extra-sensitive

But Eddie Dowling finds this remarkable new shaving cream helps keep his face youthfully soft and good-looking!

Actors, more than any other group of men, must look their young, healthy best at all times. But wearing and removing heavy stage make-up leaves actors' faces extra-sensitive. This means painful discomfort during shaving and can even lead to wrinkled, old-looking skin.

To help actors—and other men with sensitive skin—maintain a young and healthy appearance, The J. B. Williams Company has added an amazing new substance to Williams Shaving Cream. This new ingredient, Extract of Lanolin, helps protect the

face against excessive dryness and daily blade scrape.

Now—every time you shave with the New Williams Shaving Cream—you give your face the benefit of Extract of Lanolin, which helps preserve the youthful qualities of the skin. If your position calls for a well-groomed look from morning till night, or if your face is sensitive to the sharp cutting edge of your razor, you'll want to start using the New Williams Shaving Cream right away. Same tube—same carton—but now containing wonderful new "Extract of Lanolin!"



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add ¼ cup of finely chopped onions
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REPORT FROM THE ORIENT CONTINUED

behind, to confuse our men and tempt them to hold their fire as the enemy rises from the deep grass of the paddies? All this is in the minds of our men as the two groups, the column on the road and the people in the paddies, walk steadily toward us.

Even at this place and in this moment, my heart tightens. For they are evidently in their Sunday best—small white blouses, black cotton trousers on the boys and skirts on the little girls standing out like little dots from the all-white clothing of the men and women. Some of the boys have small packs on their backs, and already—they are 3, 4, 5 years old—their legs move in the piston motion of the Asian coolie. Now they stand, halted for the moment, looking with the bright interest of any children anywhere at the GIs who also stand, stiff with rifles at the ready. Here there is none of the camaraderie of GI and child found everywhere else that the American Army has gone. Here, on our side, there is only a palpable fear, almost a hatred, of the unknown and unknowable. It taints the air of this sweet blue morning and lies in a cloud over the village street. Behind the column on the road, the groups from the paddies have coalesced into another column and are walking toward us, ignoring the shouts and waves that are supposed to divert them to the leftward road. They too pass the fork, and now within 100 yards of us there are perhaps 300 strangers.

A GI mutters, "Where in hell are the goddam gooks?" meaning the South Korean policemen who should be here to handle the refugees. ("Gook" is the universal GI word for any and all Koreans.) The police have been sent for but are as yet nowhere in sight. For what seems to me to be a full minute, but must have been a matter of seconds, the thin file of soldiers and the still, dumb hundreds of refugees stand in the road facing each other across the chasms of language and tradition that divide them. Then the moment is broken, the danger passes. A sergeant walks up to the old man with the stick, puts a hand on his shoulder and wheels him around, not roughly. The old man starts to turn back, and the sergeant wheels him around once more and points urgently down the road to the left. At last the old man abandons his chosen route through our village and turns about, speaking rapidly to the people behind him. The women break into a quick protesting chatter, and some of them move, as though blindly, down the road of their choice, toward us. The old man lifts his stick and waves imperatively, and slowly the column turns and the people take the road that, quite evidently, leads to nowhere for them.

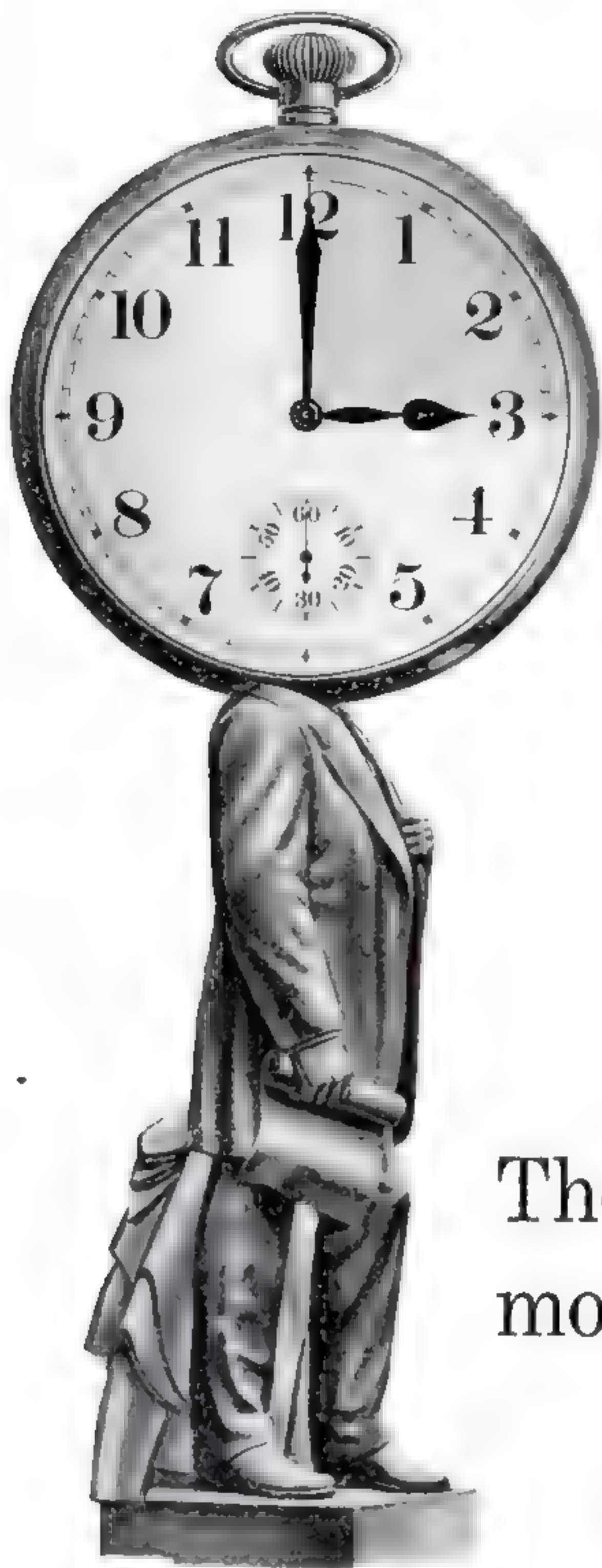
All morning they come by the hundreds down the valley, some on the road and some across the paddies. Around 8 o'clock a detachment of South Korean policemen turns up, and an electric charge comes over the people in white and the children in the little black skirts and trousers. Now, as the police approach and halt them and order them to stand, and then to move on, they leap at every command with a livid and unmistakable fear. I am reminded of some show horses I once saw in training, beaten into a chronic submission that could never be forgotten. So did these people move, literally jumping across the road when the police motioned them from one side to the other, and trotting ahead in tortured little half-jumps when they were waved on down the road. Seeing all this, I believed what I had been told by many of our soldiers of their finding clumps of civilian dead back in the hills, shot where they had been caught out of sight of our units.

"I want them alive"

WE visit still another village post. Two small brown men, stripped to the waist, are standing in the noon sun. The hands of one are tied behind his head; of the other, behind his waist. Three South Korean policemen and two GIs hold rifles on the two prisoners who have just been taken by the police in the nearby paddies. The police want to take them away from the village, interrogate them and then return with whatever information they may have. An American captain curses briefly and, through the one interpreter available to this regiment, tells the South Korean in charge of the police detachment, "Now, damn it, I want these prisoners alive, not dead. You hear me, I want them alive." The captain explains that the division commander has been screaming for live prisoners—they all seem to be killed before they reach the division points in custody of the Korean police, and the division commander has had enough of it.

We are leaving with an American regimental commander to visit one of his outlying positions. The colonel suddenly commands his jeep driver to halt: by the roadside there is an American litter jeep with two stretchers tied across the back. On one of them a brown body lies, naked to the waist, face up to the sun. A huge welt almost obliterates the face. A GI is standing by the jeep, and the colonel asks him what's up.

CONTINUED ON PAGE 24



The man who put up a monument to 15 minutes

George Carlson builds a monument in his mind every time he walks into his brand-new home, or looks at his fine, new furniture. The inscription on Mr. Carlson's monument reads: "To the most valuable fifteen minutes I ever spent."

Mr. Carlson shivers every time he remembers how easily he might have missed out on those fifteen minutes. He could have been "too busy." He could have been "out" to all callers. He could have refused to listen when an Agent of one of the North America Companies explained how woefully weak Mr. Carlson's property insurance really was.

Mr. Carlson did none of these things. Instead, he listened carefully to the Agent's expert examination of his insurance coverage.

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Talk to an Agent of one of the North America Companies soon, won't you?

Insurance Company of North America, founded 1792 in Independence Hall, is the oldest American stock fire and marine insurance company. It heads the "North America" Companies which meet the public demand for practically all types of Fire, Marine and Casualty insurance, including Automobile, Accident, Aviation and Liability insurance; Fidelity and Surety Bonds. Sold only through Agents or Brokers.



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"Shortstop for the White Sox"



"A singing cowboy"



"I want to be important—like my Dad"



"Either a detective or a matinee"

"What do you want to be when you grow up?"

Boy-dreams are grand dreams. And strictly American, too, because here they can come true. With the traditional freedoms of this country, every boy has the privilege of choosing his own dream and working it out the way he wants.

Who would want to end those dreams? Who would want to trade away a boy's freedoms and opportunities?

Maybe you've heard people say, "Let the federal government take care of things. Let it take over the doctors. The railroads. The electric light and power companies."

Are they socialists? Not necessarily. Most of the people who talk that way just think it would be good for them, or for their town, or for everybody, if the government took over this problem or that one—this industry or that service. They don't stop to think that every time government takes over another responsibility, men and women lose another right or another freedom.

History shows that when government controls enough things, it becomes socialistic automatically, whether the people want it or not. And then freedoms are gone—even the freedom to choose where to work, where to live, what to believe. Under socialism, there's no place for boy-dreams—or even grown-up ones.

The business-managed, tax-paying Electric Light and Power Companies* which publish this advertisement are fighting this creeping socialism wherever we find it. We believe it's your fight, too. How do your friends feel about it? Talk it over with five of them this week. The threat of socialism is everyone's problem because it is everyone's danger!

*Company names on request from this magazine.

• "MEET CORLISS ARCHER" returns Sunday, August 27—CBS—9 P. M., Eastern Time.

REPORT FROM THE ORIENT CONTINUED

"Gook guerrilla, sir, captured over there," and the GI points to some hills lying between us and a very important town that the enemy is trying to infiltrate. The colonel is excited: here is a prisoner who ought to have some really useful information. The colonel asks the GI if the prisoner can talk.

"Talk, hell," the GI says. "They got him first. Clubbed him to death, they did," and he nods toward a squad of South Korean marines standing on the road. Later on it develops that the guerrilla had some extremely vital information but was killed before he had given more than a hint of it.

It is midnight and all around the hills are astir. Here a sharp burst of small arms fire, there the flashing life and death of an American shell, searching out the enemy who we know are gathering within 5,000 yards of this command post. One of the field telephones rings, an officer of the staff picks it up, listens a moment and says, "Oh, Christ, there's a column of refugees, three or four hundred of them, coming right down on B company." A major in the command tent says to the regimental commander, "Don't let them through." And of course the major is right. Time and again, at position after position, this silent approach of whitened figures has covered enemy attack and, before our men had become hardened to the necessities of Korean war, had often and fatally delayed and confused our own fire. Finally the colonel says, in a voice racked with wretchedness, "All right, don't let them through. But try to talk to them, try to tell them to go back."

"Yeah," says one of the little staff group, "but what if they don't go back?"

"Well, then," the colonel says, as though dragging himself toward some pit, "then fire over their heads."

"Okay," an officer says, "we fire over their heads. Then what?"

The colonel seems to brace himself in the semidarkness of the blacked-out tent.

"Well, then, fire into them if you have to. *If you have to*, I said."

An officer speaks into the telephone, and the order goes across the wire into the dark hills.

It is afternoon. From one of our most advanced posts, a foxhole or two far out in the hills among the constantly infiltrating enemy, a report has come that our riflemen have had to fire into another party of refugees who march at them, against shouted warnings and wavings. From the command post an urgent and remonstrating voice speaks over the wire into the hills, "My God, John, it's gone too far when we are shooting children." There is some reply



FRIEND AND FOE can be identified in Korea only by a laborious search, and sometimes there is neither time nor opportunity for such investigation. Here an embarrassed GI and a South Korean soldier check on a family of purported "refugees." The North Korean infiltrators very often shift back and forth from military to peasant garb, carrying both their weapons and their alternate dress in "refugee" bundles. Even children have been found in possession of mirrors which are used for signaling.

from the hills, unheard by all save the officer on the telephone, and at the end the officer says, "Watch it, John, watch it! But don't take any chances."

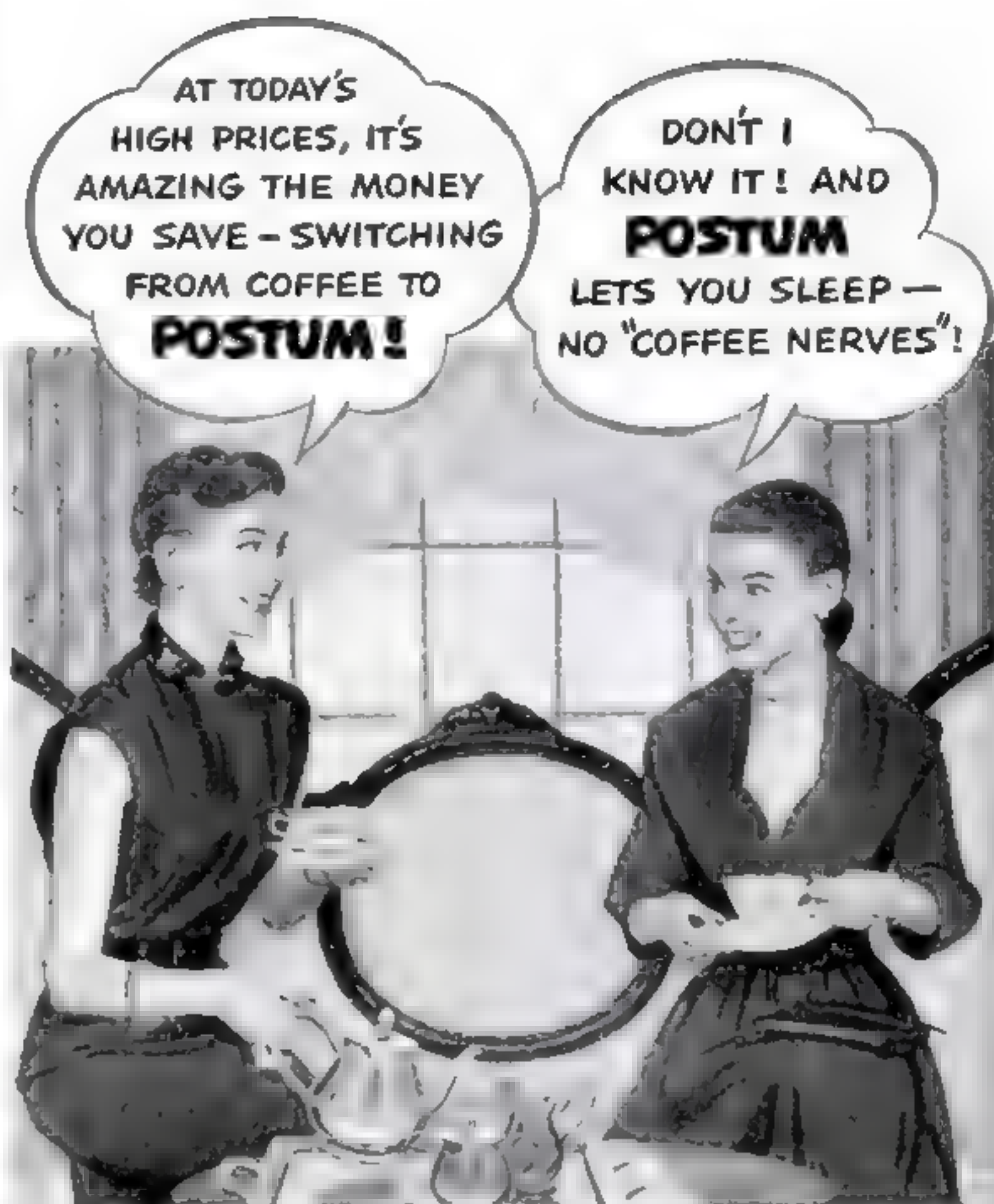
Here I must say again: our forces *can't* take any chances. In this particular place, the South Korean police on whom we must rely have been ordered to comb the hills and villages, supposedly telling the people to get out and stay out while they safely can. But the people stay until they are shelled and bombed out or are driven out by the North Koreans, and we have no way—other than the assurances of the South Korean police—of knowing whether they have been adequately warned or not.

Another afternoon, another place, and I am on my way out of hell, back to a typewriter and baths and rest that men I have left won't have for all too long a time. The way lies through an area into which the American Marines have just moved. It's good to see them, beautifully equipped and so obviously well trained. Once again I see refugees on this road. But there's a difference. Our own men, Marines, surround them. As the jeep comes toward them I witness something of an advance in American communication with the people of the country. A Marine is passing a mine detector over the clothing and packs of the refugees. Any metal—a rifle barrel, a pistol, a clip of ammunition, maybe the parts of a radio—will presumably be spotted by the detector. Anyhow it is better than guns and the policemen whom I have seen at work.

A way down the road I enter the busy port of Pusan. Over its outskirts two helicopters, for some reason painted a sort of gleaming mahogany brown, are flying. I had heard that the South Koreans took aircraft and bulldozers and all the other paraphernalia of war in their stride—all, that is, except the incredible helicopters. So I look closely at the Koreans on the highway. Most of them look briefly up, then down again, as the helicopters hover and pass.

But one, a boy of perhaps 7 or 8, stares upward at the monstrous things with a gaze of fixed and bright fascination. His eyes shine, his lips are parted, and I think of an American boy gazing at his first bicycle on a Christmas morning.

The mine detector, the helicopters, the boy on the roadside—here, after a fashion, was communication between the American West and the people of South Korea. And, so thinking, I reflected as the jeep bumped into Pusan that the machine age and the machine man of the West can be pretty wonderful. But machines still can't talk to people, not as we must learn—and learn very soon—to talk to the people of Asia.



NOW - it pays 2 ways to switch to POSTUM!

1

You save—Postum costs about $\frac{1}{2}$ as much as coffee at today's prices!

Get the big 8 oz. economy size of Postum... it makes up to 100 hearty cups... nearly 3 times more cups than a full pound of coffee and yet it costs much less. Yes, pocket these real savings and enjoy a delicious grain-rich drink besides!

2

You sleep—no caffeine! No more "Coffee Nerves" when you drink Postum!

While lots of folks aren't bothered by caffeine in coffee—others suffer sleeplessness, nervousness, indigestion. Postum is 100% caffeine-free—contains nothing that could possibly make you nervous, spoil your sleep. Get POSTUM TODAY!

INSTANT POSTUM
100% CAFFEIN-FREE!



A PRODUCT OF GENERAL FOODS



The 18 new RCA VICTOR television sets are **MILLION PROOF**

Proven in over a million homes

When more than a million families choose one kind of television—that's convincing proof of its superiority! RCA Victor quality is Million Proof!

Only RCA Victor has the experience, the "know-how" gained by producing *over a million* television receivers. Today's Million Proof sets have added circuits, far more power—give the clearest, steadiest pictures ever achieved. You get best possible reception, *anywhere*.

Be your own judge of Million Proof performance. See this brand-new 16-inch table model, the Newport, at your RCA Victor dealer's now. Compare its picture quality . . . its smarter-looking, more compact cabinet. Compare its new low price. Prove to yourself why RCA Victor is America's favorite television.

Remember, too—only when you buy RCA Victor television can you buy the RCA Victor Factory-Service Contract.



RCA VICTOR
Newport **\$199⁹⁵**
MODEL 6T53 ONLY Plus \$1.16 Fed. tax

Check these "high spots" of Million Proof quality!

New Eye Witness System for the best possible reception *anywhere*.
Effortless, automatic station selection.
New RF tuner for better sensitivity, selectivity, greater freedom from noise on all antenna arrangements.

Automatic gain control for steady picture-brilliance.
FM sound through the "Golden Throat" tone system.
Phono-jack for attaching a 45 rpm automatic record changer.

WORLD LEADER IN RADIO
FIRST IN RECORDED MUSIC
FIRST IN TELEVISION

RCA VICTOR  
DIVISION OF RADIO CORPORATION OF AMERICA

Price shown is suggested list price subject to change without notice. Slightly higher in the Far West and South.



A DYING PLAGUE VICTIM (LEFT) IS PURSUED THROUGH DARK CITY STREETS BY HIS COUSIN WHO FINALLY ROBS AND HELPS KILL HIM

MOVIE OF THE WEEK:

Panic in the Streets

A city's fight against deadly plague gains stunning reality by being filmed entirely in New Orleans

A bullet-riddled corpse of an illegal immigrant is fished by the police from the harbor of a big U.S. city. An autopsy reveals the dead man carried germs of a rare but dread disease: pneumonic plague, the Black Death of the Middle Ages. The police must track down anybody who had contact with the dead man—his cronies and murderers—in order to inoculate them. They must work swiftly and secretly lest the criminals get panicky, run out of town and spread plague through the country.

From here on 20th Century-Fox's *Panic in the Streets* becomes a frantic

manhunt, unusually realistic because all of it was filmed, with economy and imagination, in New Orleans. The young public health officer who leads the hunt is balked at every turn: by skeptical cops, by the captain who smuggled the immigrant in, by the crooks who plugged him and believe, ironically, that he carried not germs but priceless loot. Before the plague is licked, *Panic* has a few excessive melodramatics. But its sober air of reality and its directing by Elia Kazan, who augmented his Hollywood cast with local plain people, drifters and trollops, make it one of the year's best.

CHASED BY COPS, TWO THUGS WHO WERE EXPOSED TO THE PLAGUE VICTIM BREAK INTO A NEW ORLEANS WATERFRONT WAREHOUSE



One of these Twins has a Toni, the other has a \$20 permanent. Can you tell—*

WHICH TWIN HAS THE TONI?



Hair styles by Don Rio

Look closely! Compare the shining softness... the live, long-lasting "spring"... the lovely *natural* look of both permanents. Which is which? You can't tell! Not even experts can find any difference between the \$1 Toni and the beauty shop wave. Because a Toni looks as natural, feels as soft—is actually *guaranteed* to be as beautiful and last as long—as a \$20 wave (*including

shampoo and set.) Your Toni has that natural look from the first day. There's *no frizz!* Even if your hair is baby-fine, gray, bleached or tinted, Toni's gentle Creme Waving Lotion leaves your wave as satin-soft and easy to set as Jany Pope's (at right.) You can be *sure* of this—for only Toni has given over 93 million natural-looking waves to *all* types of hair. Try a Toni—you'll love it!

Toni alone, of all home permanents—looks so natural, feels so soft! That's why more women choose Toni than all other home permanents combined.

Here's the reason! Toni contains an exclusive blend of the very same waving ingredients used in most expensive beauty shop lotions. Yet Toni costs only \$

with SPIN curlers \$2.29



Toni

HOME PERMANENT

"Panic in the Streets" CONTINUED



FIGHT BREAKS OUT between ship captain and crew who want to tell cops they smuggled in the plague victim and thereby get serum to save their lives.



VIOLENT DEATH overtakes victim's cousin, dumped over a high stairway by thugs just as health officer (Richard Widmark, right) catches up with them.



PAST A CONVEYOR BELT carrying bunches of bananas through warehouse race the pair, hoping to make a getaway. They have no idea that the



DYING OF PLAGUE, the original victim's cousin is beaten and coddled by thugs who think he knows where the dead man's nonexistent loot is hidden.



DOWN A CHUTE in a waterfront warehouse slide the crooks, running from health officer and police. They hope to smuggle themselves onto departing ship.



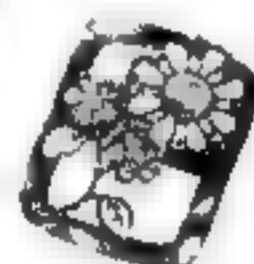
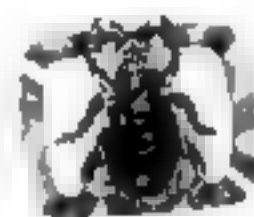
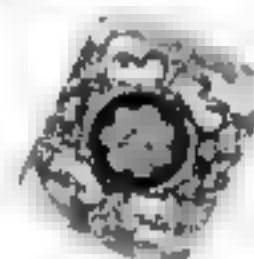
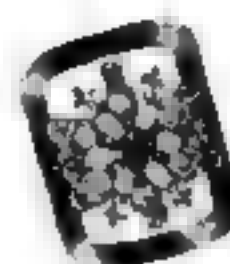
whole police force has been tracking them down mainly for information about the plague victim but imagine they are wanted for some smuggling exploit.

CONTINUED ON NEXT PAGE



A new way to Hear

THROUGH A TINY JEWELLED PIN!



SONOTONE combines with FASHION

Sonotone enlists Fashion's magic to completely conceal your hearing aid. An exciting, very helpful new booklet, "FASHION, YOUR PASSPORT TO POISE," written by a Park Avenue authority, has just been published by Sonotone. You will find dozens of ingenious ideas for keeping your Sonotone a secret while adding fashion know-how to your appearance. Beautifully illustrated in color. Mail the coupon below for this free book of valuable Sonotone-and-fashion wisdom.



NOBODY KNOWS YOU'RE DEAF

Nobody sees anything but a fashion accent of gay jewelry. Choose from ten sort of charms that include simple, classic designs and glitter-studded ones. Very chic and inexpensive, they can be changed in a minute to suit any costume. Earrings to match.

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KEEP THAT
YOUNG, HEALTHY LOOK!

Join Burgess Meredith

IN ONE OF THE WORLD'S
FOREMOST CLUBS

As man's youth has gotten longer, by decades, more and more men are taking a YOUNG man's care of their appearance—more and more men are joining the Aqua Velva After-Shave Club. This circulation rouser brightens and braces your skin after shaving, gives that young, healthy skin-freshness everyone enjoys looking at. Try it!



A few of the members: Lauritz Melchior, Norman Rockwell, Lucius Beebe, Maj. George Fielding Eliot

Burgess Meredith, distinguished actor and member of the Aqua Velva After-Shave Club.

"Panic in the Streets" CONTINUED



TRAPPED LIKE A RAT, literally blocked by a disk that keeps rats from crawling up rope to the ship, a thug hangs impotently while police wait calmly for him to fall. From him they get final information that helps avert plague.



Fall

Sizes 2 to 7

Twigs models which link stunning style and sterling value. Always "different" and alluring.

(Left) Shiny Tackle twill with mouton collar. Rayon quilted wool lining. About \$8.95.
Hat \$1.95.

(Right) Debonair Donegal—a dressy swaggar all-wool topper cut over English lines.
About \$13.95.

Write for nearest store.
Wm. Schwartz & Co., Inc.
1107 Broadway, New York





TWIGS

MEMO TO:
Mom & Dad

Don't Buy any School Pen till You Read this Ad!



WEAREVER
PENNANT

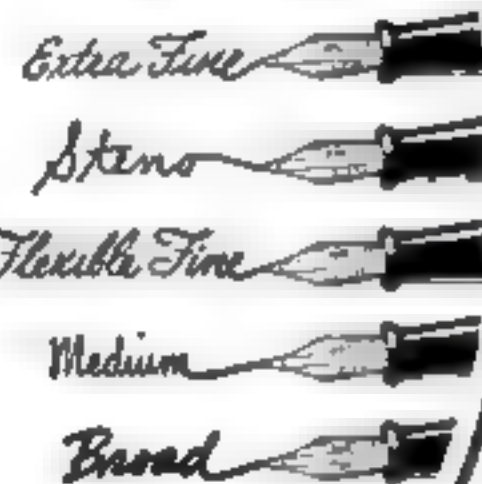
ONLY
\$1

Pearlized finish in lustrous shades of maroon, green, navy and gun metal

No other pen selling at \$5 or less has all these features:

- 5 INTERCHANGEABLE POINTS. Choose your favorite. Replacement points, 50c each
- VACUUM-SEALED INNER CAP. Assures instant starting
- C-FLOW FEED. Transparent Lucite shows when to refill
- FORTICEL BARREL. New, colorful, enduring plastic
- MARQUEE TIPPED POINT. Reinforced tip for smooth writing, long wear
- EXTRA INK CAPACITY. For longer service between fillings
- DOUBLE GRIP CLIP. Tension spring holds it securely in pocket
- INK CONTROLLED. Reservoir on pen point keeps ink flowing

WITH YOUR CHOICE OF POINT



How much should you pay for a dependable pen? What's the best buy on the market? Leading dealers say, "Wearever Pennant—there's no value like it at \$1"

A good student deserves a good pen. But that doesn't mean you have to pay a lot for one. Buy a beautiful, durable, swift writing Wearever Pennant—

—the pen that gives you your choice of 5 interchangeable points, to suit your own writing personality.

—the pen many important business executives prefer, though it costs only a dollar.

—the pen many purchasing departments choose for office employees after rigid tests of various brands.

Accept no "just as good"—there is none. If your dealer hasn't Wearever Pennant, send us his name and we'll supply you through him. DAVID KAHN, INC., North Bergen, N. J.

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Wearever Tri-Color Pen writes blue, red, green \$1



Wearever Pennant Matching Pen and Pencil Set in beautiful gift box. \$1.98

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HOW TEACHER'S HINT IMPROVED HELEN'S MARKS !!!

HELLO, MISS JONES, I'M SO GLAD HELEN IS IN YOUR CLASS. WHAT SUPPLIES WILL SHE NEED?

...AND BESIDES THE USUAL NOTEBOOK, ETC., BE SURE TO GET HER ONE OF THOSE EASY WRITING WEAREVER PENS

SO I GOT HER A WEAREVER PEN...ONLY \$1. IT WRITES SMOOTH, LOOKS SMOOTH...AND NEVER LEAKS

AT END OF TERM

MOM, I'M GETTING BETTER MARKS ALL THE TIME. ESPECIALLY IN WRITTEN WORK. THAT WEAREVER PEN MUST BE HELPING A LOT

REPORT CARD	
Helen Smith	
COMPOSITION	A
ARITHMETIC	B+
SPELLING	A



Which coat is warmer? Though the coats above look alike—and weigh almost exactly the same—the one on the left is *by far the warmer* of the two! Why?

Because the coat on the left has a MILIUM® lining! MILIUM® multiplies the warmth of any garment—without adding an ounce to its weight!

The story of **MILIUM***

**New scientific textile discovery will change
all your ideas about warmth in clothing!**



Jackets for school children with MILUM[®]-labeled linings provide extra warmth for chilly weather, plus the lightweight freedom that youngsters want!



Men's sport jackets, with MILIUM®-labeled linings provide extra warmth plus the freedom of movement found only in lightweight garments.

No story in the history of human comfort should interest you more than the recent announcement of MILIUM®. Now—for the first time—people can be warm without “bundling up”! MILIUM®-labeled linings incorporate extra, comfortable warmth into any garment. Here's how it works:

1. Medical science says that people feel cold due to the over-rapid loss of their animal (body) heat, and that up to 85% of that loss may be through a physical process called RADIATION.
2. RADIATION is what a radiator does. Like a radiator, your body gives off heat rays, too.
3. You feel warmer when something happens to check, or slow down that loss of body heat through RADIATION.
4. MILIUM® slows down that heat loss by reflecting your body heat right back where it came from—to the body! For example...

In a garment made of fabrics which have practically no radiation-retention qualities, body heat travels from the body . . . through the fabric . . . and out into space where it is lost!



In a MILUM®-labeled garment, the radiated heat travels from the body...to the fabric...and is radiated back to the body again. This helps the wearer to keep comfortably warm!



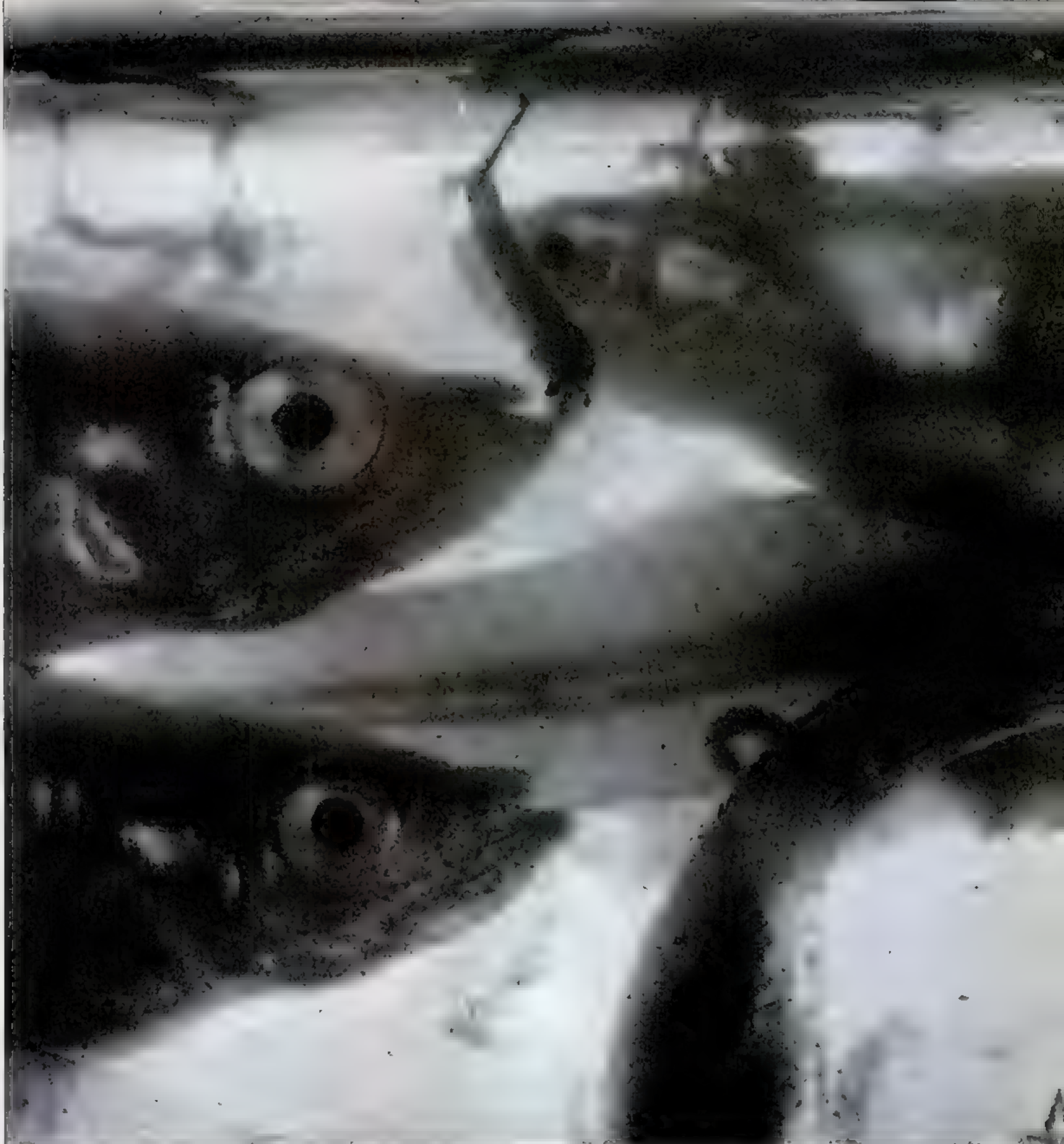
Make this a point! Whenever you're looking for increased warmth plus lightweight comfort in the same garment, look for the MILIUM® label on every article of clothing you buy!



Confirmed by United States Testing Company, Inc.



*MILKUM is a proprietary mark which has been licensed solely to Dearing, Milliken and Company, Incorporated or its affiliates for use in connection with resinated metal-sprayed fabrics and may be used on such goods processed by them for themselves or others (or on garments and articles manufactured therefrom) and which meet the rigid standards of the licensee.



HUNGRY GAMBUSIA ATTACKS A MOSQUITO LARVA JUST BELOW SURFACE OF WATER. FISH DO NOT SNAP AT THEIR PREY BUT SUCK IT INTO THEIR MOUTHS

MOSQUITO FISH

Voracious larva-eating minnows prevent plague of summer pests

The people of Los Angeles, who this year are having an almost mosquitoless summer, owe thanks to a tiny fish named *Gambusia affinis*, also called the mosquito fish. The Gambusia, a 2-inch long minnow, is voraciously fond of eating mosquito larvae. It is found in many parts of the U.S. but never in high enough concentrations to keep the mosquito population down. In Los Angeles, as in many other Western and

Southwestern cities, Gambusia are bred in city ponds and then dumped by the thousands into lakes, rivers and swimming pools. There the wriggling larvae are quickly gobbled by the minnows at a hundred a head per day. Once released, Gambusia breed rapidly, live for two or three summers. Los Angeles health officials believe the mosquito fish is their most effective and cheapest weapon against the summer pests.



GAMBUSIA ARE PLACED IN THE LEFT SIDE OF A DIVIDED AQUARIUM FILLED WITH MOSQUITO LARVAE. LARVAE IN RIGHT SIDE ARE PROTECTED BY A PARTITION



FOUR HOURS LATER HARDLY ANY LARVAE HAVE SURVIVED IN THE LEFT. IN RIGHT SIDE OF TANK ADULT MOSQUITOES HAVE BEGUN TO EMERGE FROM WATER

CONTINUED ON PAGE 26

KNEES THAT WON'T WEAR OUT!*

Look!

Billy the Kid's®
Sensational

SAF-T-NEE†

- A brand-new kind of reinforcement actually *welded* inside the knees.
 - 'Can't come loose—can't be seen—and won't wear out before the rest of the pants.
 - Saves money and mending—prevents knee-cuts—and makes the pants look better longer.
 - Independent laboratory tests prove it
- WEARS MORE THAN 3 TIMES AS LONG!**

SAF-T-NEE is an exclusive feature of Billy the Kid's JEANS, CORDUROY SLACAS, and BILLYALLS.

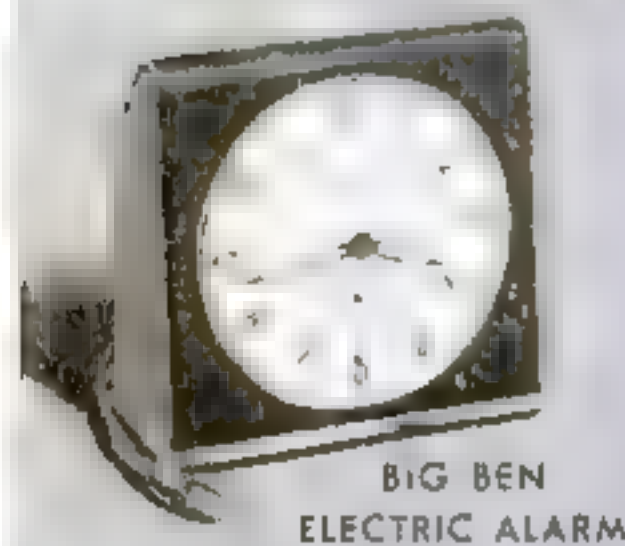
It's just one of many reasons why boys prefer these real western-styled trousers.

Best stores everywhere have them in a wide choice of styles and colors, in sizes 1 to 12. Or write BILLY THE KID, EL PASO, TEXAS for name of your nearest dealer.

*These Knees are
**Unconditionally
Guaranteed**
To Last the Life
of the Garment

Big Ben

...a faithful friend
who suits his mood
to yours!



Big Ben Loud Alarm is a complete extrovert. His reassuring tick lets you know he's around, and his intermittent fire-alarm gong wakes the heaviest sleeper. He's \$4.95.

Big Ben Chime Alarm is easy to live with. His quiet tick permits restful sleep. When it's time to rouse you, "first he whispers... then he shouts." He's \$5.95.

Big Ben Electric Alarm calls you cheerfully with a pleasing bell alarm, adjustable to loud or soft. Quiet, reliable... just set him and forget him. He's \$8.95.

With luminous dial these clocks are one dollar more. Prices do not include tax and are subject to change.

BIG BEN

Keeps America On Time

WESTCLOX

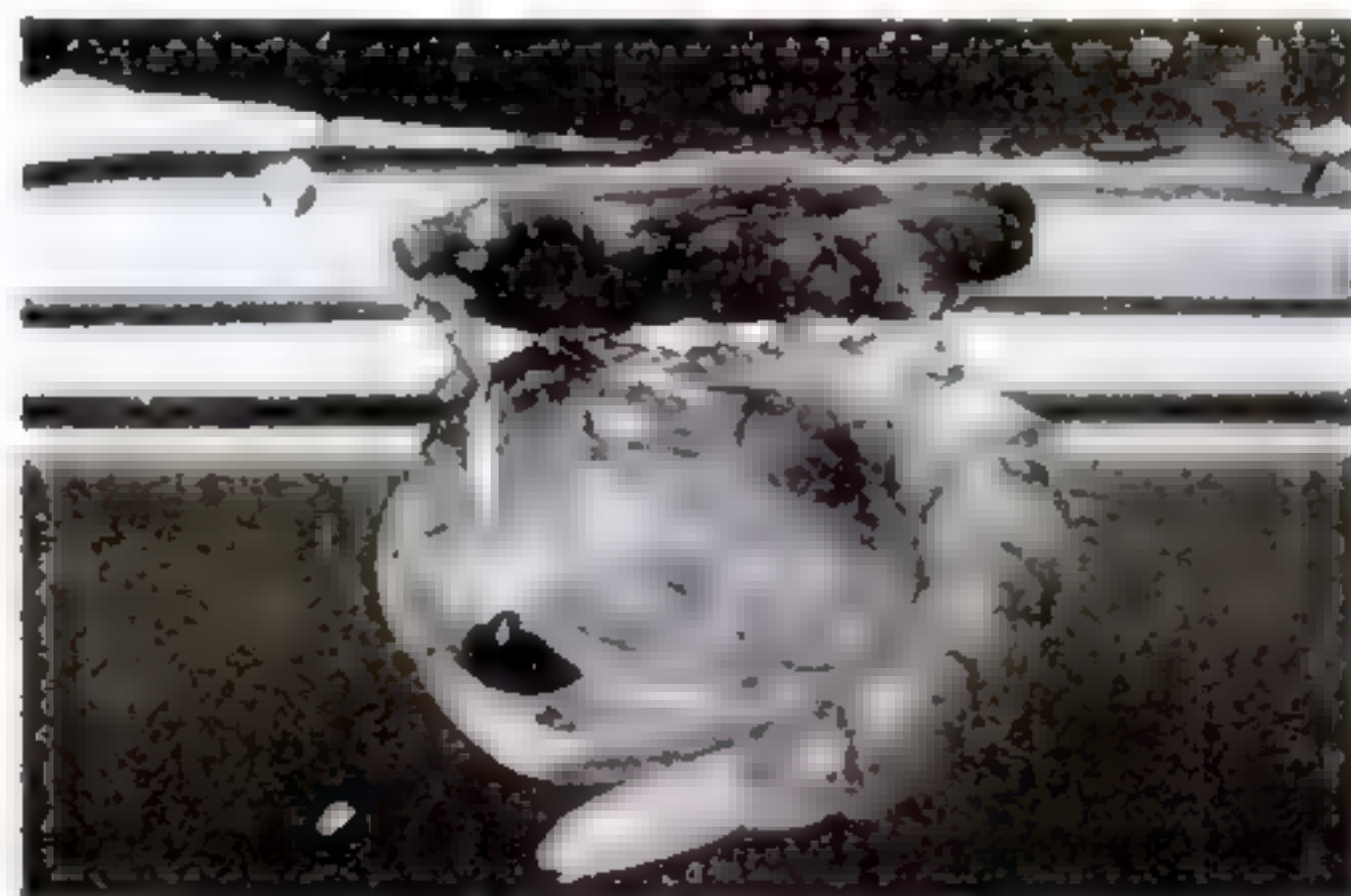
Product of GENERAL TIME Corporation



MOSQUITO EGGS are laid by some species in odd-shaped rafts. They float on the surface of calm water for one day and then they hatch out into larvae.



LARVAL STAGE lasts five to seven days. Larvae hang upside down from Schnorkel-like breathing tubes, attract mosquito fish by constant wriggling.



PUPAL STAGE, which lasts one to three days, is the final stage before adult mosquito emerges. Nearly motionless pupae are usually safe from Gambusia.

CONTINUED ON PAGE 99

Year in and year out
you'll do well with the
HARTFORD



—all forms of fire,
marine and casualty
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and surety bonds.

See your Hartford agent
or insurance broker

**HARTFORD FIRE
INSURANCE COMPANY**

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AND INDEMNITY COMPANY**

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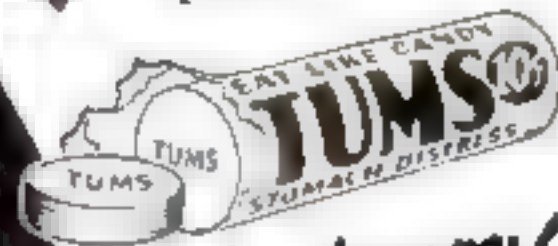
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TUMS

Relieve Hangover

from OVER-SMOKING
or
from OVER-EATING

If you suffer Hangover of acid indigestion when you smoke too much, or eat too much rich food —do this: Slip a couple of Tums in your mouth. Tums soothes, sweetens your stomach. You feel better right away. So, get all the enjoyment out of life without acid indigestion worry. Get Tums from your druggist today. Only 10¢ a roll; 3 roll package a quarter.



for the tummy



NEED A LAXATIVE TOO?

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a
25¢
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FOR TO-NIGHT TOMORROW
A RIGHT



Plain or Iodized



**More people
use Morton's**
...it does so much for flavor!

At your grocer's these days you'll probably be seeing displays of Morton's near the tomatoes and tomato juice. Morton's really gives a lift to their flavor, so always look for the familiar Morton Salt package . . . more people do.



When it rains it pours!

Millions of bottles are bought
by men who like that

*clear
clean
taste*



Even if Joe Giraffe can't talk, his actions speak louder than words. And if you'll notice that delighted sparkle in his eyes at the clear, clean taste of his jungle lunch, you'll understand what we mean by PM's clear, clean taste. Drink PM this p.m. and see why so many millions of men keep on ordering it.

PM

DE LUXE



National Distillers Products Corporation, New York, N. Y. Blended Whiskey. 86 Proof. 67½% Grain Neutral Spirits.

**GOOD..any
old time!**



the cracker
with
that swell
cheese
flavor



**America's
largest selling cheese cracker!**
Sunshine Biscuits, Inc.

**NEW PRICE REDUCTIONS
on all Crosley Cars!**



Crosley announces sweeping price reductions on all Crosley cars. Even the new Super models, recently introduced, now sell at a much lower price—\$63 to \$86 less. Now a Crosley costs less to buy—still costs less to drive—up to 50 miles on a gallon of regular gasoline. See the latest Crosley Super Station Wagon at your dealer's. New roll-down windows. Smart chrome trim. Fender ornaments. Tailored upholstery, door linings and interior body lining. Rear seats can be folded against the back of the front seat. Get the price of this beautiful Station Wagon—get all the new low prices on all Crosley cars—Super and Standard.

**FREE! 1950
Crosley Catalog!**
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Motors, Inc., 2530-EN
Spring Grove Ave., Cincinnati 14, Ohio

**CROSLLEY
A FINE CAR**

You see them everywhere!

Pro-tek-tiv

for children's normal
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Style 5968



Smart style with excellent fit.
Conforms to the shape of
the foot in every size. Write
Dept. L for illustrated folder.



Curtis, Stephens, Embrey Co., Inc., Reading, Pa.
MODERN AGE and OFFICIAL GIRL SCOUT SHOES



FISH ARE PLANTED in a mosquito-infested pond. Ten-gallon milk cans are used for shipping the fish from the city park ponds where they are bred.



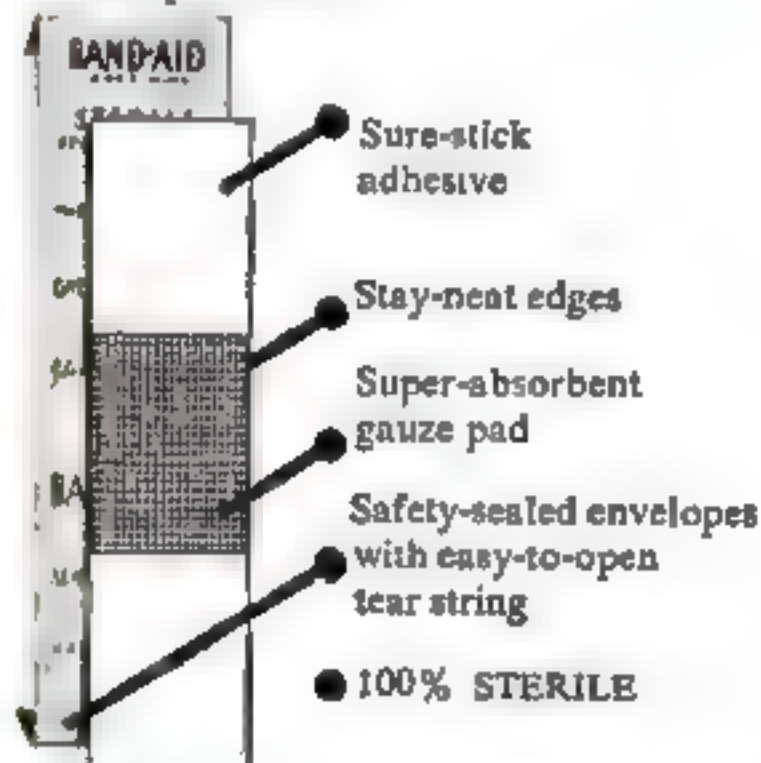
FISH ARE SCOOPED from breeding pools. Males average $1\frac{1}{2}$ inches long. Females average nearly $2\frac{1}{2}$ inches, lay 40 eggs every 3 to 6 weeks in summer.

**Never neglect a
pricked finger**



The tiniest injury can become infected. Never take a chance!

Always use **BAND-AID**—the only adhesive bandage that gives you all this protection:



Caution: Not all adhesive bandages are **BAND-AID**. Only Johnson & Johnson makes **BAND-AID**—used by more families and doctors than all other brands combined.

**Always look for the
name on the box**



*BAND-AID MEANS MADE BY

Johnson & Johnson

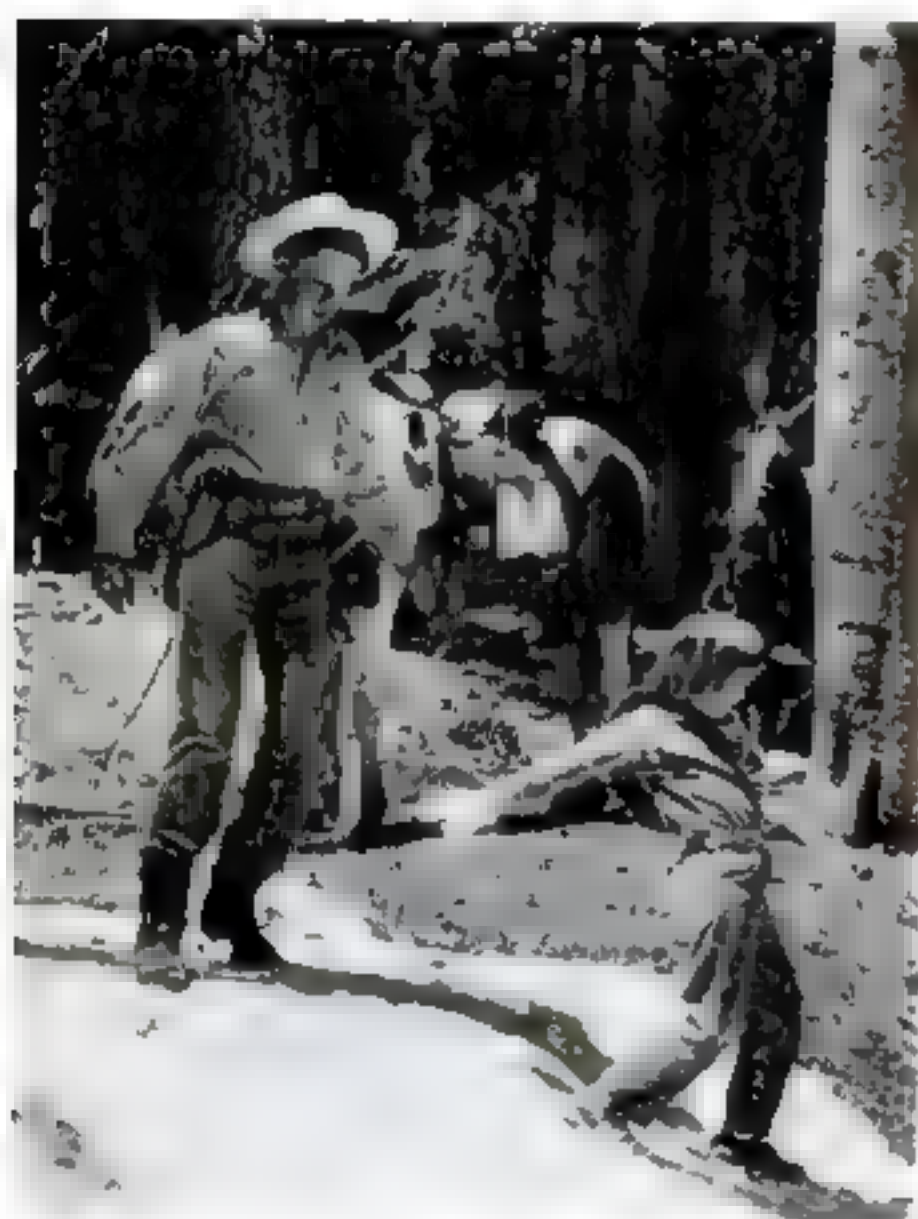


MOUNTING a horse for the first time in her life, Judy gets some valuable help from her sister Becky.



CHOOSING CAMP SITE starts a family debate. Bill Gordon finally has his way, wisely settling on a

spot 15 yards from beach near clump of trees which would make a good windbreak on chilly evenings.



SNOWSLIDE, found on mountain on pack trip, was more snow than children had ever played in before.

Life Goes on a Family Vacation

CAMPERS GET AWAY FROM "SMELL OF PEOPLE"

This summer, as they have every alternate summer for 16 years, William and Elza Gordon of Lomita, Calif. spent their vacation at Huntington Lake in the Sierras. The Gordons like the lake so much they went one year when Mrs. Gordon was pregnant, another when one of the children was only 3 weeks old. "We need the smell of pines to keep us going and get us away from the smell of people," explains Mrs. Gordon.

With the three children—Glenn, 12, Becky, 9, and Judy, 5,—and their dog Buttons, the family set out on the first day of Bill Gordon's two-week vacation from his job as steam-plant

engineer. It took a day to drive up, hauling a 16-year accumulation of camping paraphernalia in a trailer. Soon as a camp site was chosen, the children went wading while their parents chopped firewood and dug a latrine. For most of two weeks they cooked outdoors, slept in the trailer's berths. Mr. Gordon, a crack fly-fisherman, was so busy teaching Glenn and Becky to cast, untangling their backlashes, unhooking their fish that he didn't catch a trout himself until almost the last day. Trip over, he figured that expenses came to \$100 and concluded that vacation was cheaper than staying at home.



BOATRIDE around Huntington Lake in a rented outboard heads into a stiff blow. Bill Gordon had intended to use the boat for fishing, but the motor would

not idle at speed slow enough for trolling. So he took the family and pet dog Buttons for a cruise instead, letting the two older children take turns steering.



ON PACK TRIP the family took to Red Lake 10 miles away. Judy is still able to smile after two hours in the saddle. At the end of 72-mile ride everyone was

so tired that they planned to go to bed without supper. But they managed to muster enough energy to get dressed and eat a full-course dinner at a nearby lodge



**wear
shorts—**

**wear swim
suits—**



**wear thin
dresses—**

with invisible Tampax!

When you buy Tampax at drug store or notion counter, it isn't invisible at *that* time. Naturally this monthly sanitary protection comes in a package like any other purchase. What we mean by "invisible" is that it actually, absolutely, positively cannot be seen when in use. There is no magic in this. *Tampax is worn internally.*

Turn to Tampax this month when "those exasperating days" arrive. With this modern method you'll find no belts or pins to bother you and no external pads to bulge, chafe and cause odor.... An invention of a doctor, Tampax is made of highly absorbent cotton, firmly stitched for safety and compressed in easy-to-use applicators. Quick change. Small in size and no trouble to dispose of.

Rely on Tampax at vacation time—on days you might otherwise hesitate to swim. And for cool comfort when the mercury soars. Remember: Tampax has no outside pad! Comes in 3 absorbency-sizes (Regular, Super, Junior). An average month's supply slips into purse. Or get the economy box with 4 times this quantity. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



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by the Journal of the American Medical Association

TAMPAX INCORPORATED
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____

Family Vacation CONTINUED



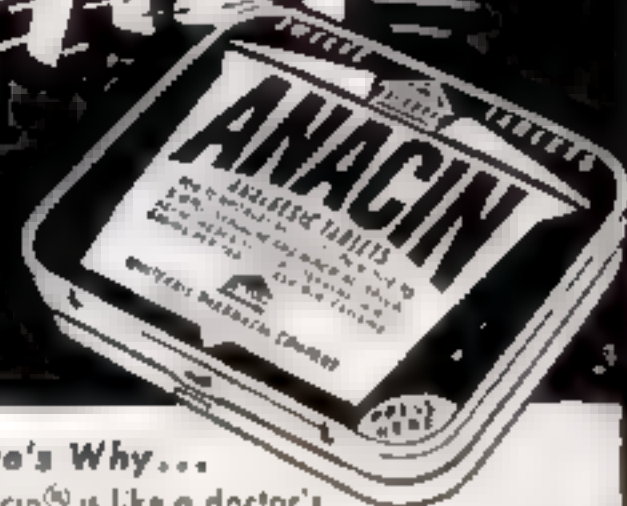
LAKE BATH was morning ritual in which children found tossing and diving for cake of soap more fun than washing. While Judy gets a scrubbing on her back from her mother, Buttons waits on the beach (above) for suds to wash away before jumping in lake to join Judy for a swim (left). Buttons is also called Heinz for the 57 varieties of dog in him.



ONLY CATCH Bill Gordon made during the entire trip was 12-inch brook trout hooked while children were bathing. He cooked it for lunch in a skillet.

**RELIEVES
HEADACHE
NEURALGIA
NEURITIS PAIN**

FAST



Here's Why...

Anacin® is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients that are specially compounded to give **FAST, LONG LASTING** relief. Don't wait. Buy Anacin today.

NEW MINTS Medically Proven
Quickly RID STOMACH

of GAS
Do you ever suffer stomach gas, heartburn, from acid indigestion? Get amazing new BiSoDoL Mints for fast relief. Safe, gentle. BiSoDoL Mints give longer-lasting relief than baking soda—yes, hours of relief. Refreshing, minty flavor sweetens sour mouth, stomach. So relieve heartburn, upset stomach, from too much food, drink, smoking. Sleep all night long when acid indigestion strikes. Carry new BiSoDoL Mints for fast relief—anywhere, anytime. 10¢.
10¢ (10¢) — New U.S. Pat. Off.

Heide
CANDIES

SUZYFRUIT'S

5¢

I'm a rootin', tootin' cowboy
And I'm ridin' hard and fast
To make it to the candy store
While the SUZYFRUIT'S still last

HENRY HEIDE, INC. NEW YORK, N.Y.

CONTINUED ON PAGE 105

Be a smart cookie



when you buy
cookies in
cellophane!

Don't be fooled 'cause they look the
same 🍎🍎 you get the best-tasting
when you look for this name →



THE SEAL OF PERFECT BAKING



YOU CAN'T SEE
FLAVOR
BUT YOU KNOW
IT'S THERE WHEN
YOU SEE THE RED
NABISCO SEAL

Be a flavor detective—look for the red NABISCO seal when you buy cookies in cellophane! They're the world's most delectable cookies, baked lovingly by the world's greatest cookie makers! You'll find tender NABISCO WAFFLE CREAMS in new celo-wraps—other NABISCO cookie loves, too! So go ahead, when you see red, buy cookies with the red NABISCO seal!

NATIONAL BISCUIT COMPANY

Shake off the feeling of being "UNDER PRESSURE"



Sizzle, simmer and steam—that's summer. Isn't it wonderful how easy it is to turn off summer with a big frosty pitcher-full of Iced Tea?

Iced tea is more than the Great American Cooler Off-er. The brew of those magic tea leaves, iced or hot, helps relieve the pressure of your day. See if refreshing tea doesn't step you up without keying you up. Its clean, cool taste makes the whole meal taste better.

See for yourself if tea—hot or iced—doesn't help relieve the pressure of the day and make you feel better.

Remember this, too: A great big glassful costs less than any other beverage!

Eating out? Order iced tea. Good restaurants and hotels today make a special point of brewing tea correctly.



pick yourself up with

ICED

tea



Have the water
for your tea
Boiling, boiling
merrily!



Tea bag or teaspoon—
it matters not,
One for each cup and
one for the pot.



Don't skimp the time
in which you brew it
Three minutes or more—
no less will do it!

AMAZING THING

By Cooper

SENSATIONAL NEW **TING** CREAM

FOR **FOOT ITCH**
(ATHLETE'S FOOT)

REGULAR USE
HELPS RELIEVE

ITCHING—
SOOTHES
BURNING

BETWEEN CRACKED
PEELING TOES—
AIDS HEALING
AMAZINGLY!

TING FOR
TOES

DURING
WAR USED
IN HOSPITALS
NOW RELEASED
TO DRUGGISTS
GUARANTEED

TING MUST SATISFY YOU
A WEEK—OR MONEY BACK!

IN LAB TESTS TING
CREAM PROVED
EFFECTIVE IN KILLING
SPECIFIC TYPES OF
ATHLETE'S FOOT FUNGI
ON

60 SECOND CONTACT!

COPY 1000 MARINA, ARTS CORP.

EVEN IF OTHER PRODUCTS
HAVE FAILED TRY
AMAZING TING
CREAM TODAY!

Ting ANTISEPTIC
MOISTURIZING
CREAM

GREASELESS, STAINLESS

ALL DRUGGISTS ONLY 60¢ A TUBE.

NEW! COTTON PICKER®
Smart idea! Cosmetic Cotton
For home permanents, cosmeticians—gives
you clean cotton as you need it! Special
top holds wave lotion. Get it today.
A CURETY Product Division of The Kendall
Company, Chicago, Ill.

MAJORITY VOTE

more than half the
nation reads

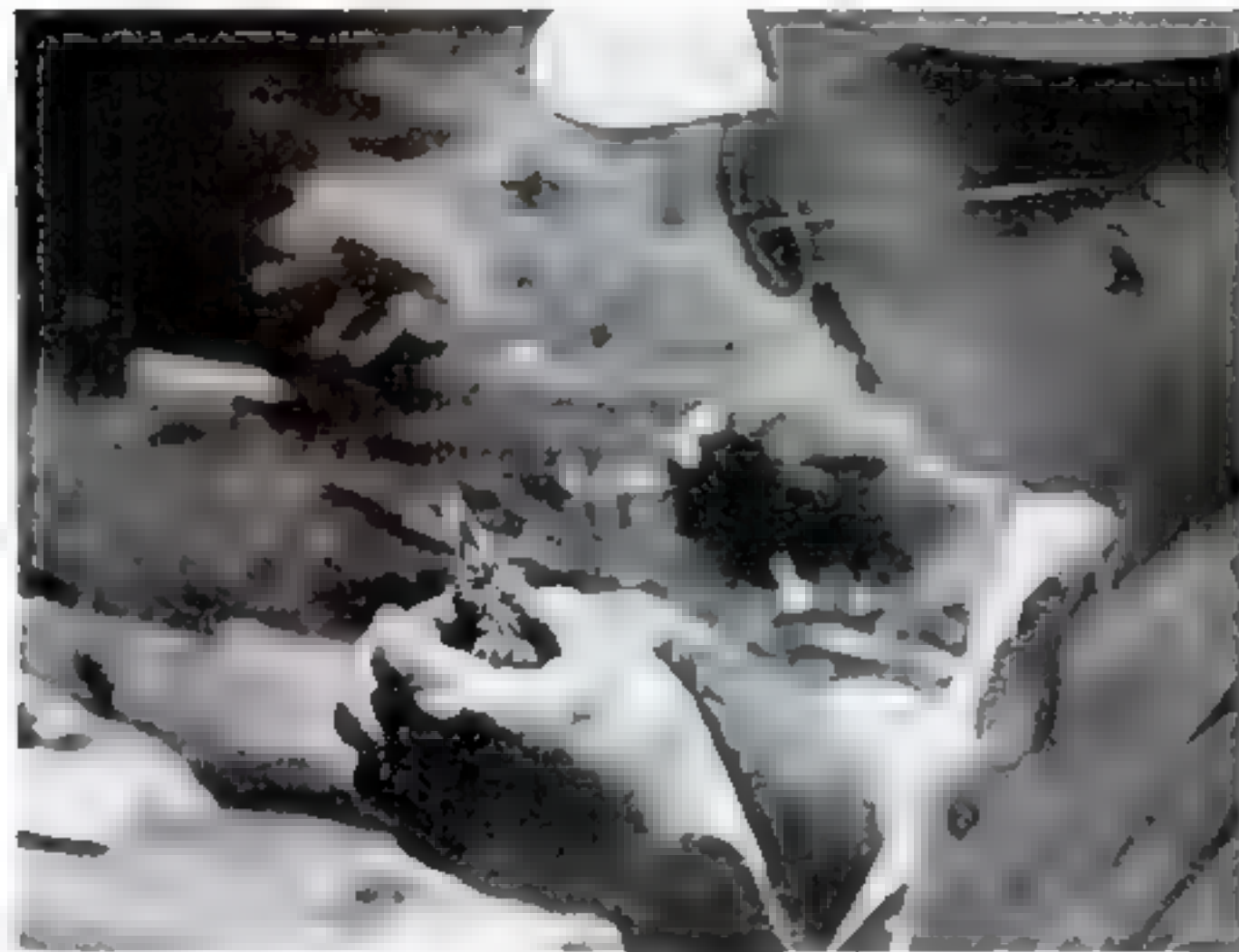
LIFE

in the course of 13 weeks.

Hair all wet? Hair all sandy?
Whip out your Ace
And you'll look dandy

ACE HARD RUBBER
COMBS
so smooth • so durable

Novel MR. PEANUT Mechanical Pencil
Everybody wants one Precision-
made, complete with clip,
eraser, extra leads Send
today to PLANTERS
PEANUTS, Dept L2,
Wilkes-Barre, Pa.



DYING SPARROW, rescued from Buttons who had caught it in the brush, is examined by Bill who listens for a lingering peep. But it died in his hands.



COLLARED CUR is hauled away and tied to camp table for punishment. But when dog whimpered, children felt sorry and let him go on chasing birds.



TENDER BURIAL is given bird by Glenn and Judy, who were swimming when it was killed. Glenn dug grave which Judy stoops to mark with a twig.

PAL

HOLLOW GROUND

Your Best
Blade Buy!

Lasts longer
Shaves better • Costs less

**PROVE IT YOURSELF
AT OUR EXPENSE**



Make this test! Don't risk a penny.
Buy a package of **PALS**. Use as
many as you wish. Then if you don't
agree they're your best blade buy
... more shaves, better shaves, at
lowest cost... return the dispenser
to us for refund of full purchase
price. (If your dealer can't supply
you, send us his name and address.
Order the type of blade you want
and enclose payment. We'll reim-
burse your dealer.)

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DOUBLE & SINGLE EDGE
in ZIPAK® dispenser
44 for 98¢
21 for 49¢ • 10 for 25¢
Regular packing, 4 for 10¢

also
PAL INJECTOR BLADES
Fit your injector razor perfectly
20 for 59¢ 10 for 39¢ 6 for 25¢ (2-in-1 Size)



IT'S WHAT'S INSIDE THE BARREL THAT COUNTS!

The inside of every B-B pen is a precision-made masterpiece.

ALL
NEW

from
clip
to
tip!



B-B's
handsome new
"Statesman" pen

SEE - WRITE - BUY THE
BB PEN, STILL ONLY

98¢

NEW BB "PERMA-DEI" INK REFILL
Improved tip-cartridge. Writes to
last drop of ink. Fits all B-B pens—
"Statesman," "Executive," "Shorty,"
"Sporty," "Desk Pen." Always avail-
able at leading stores—49¢.

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HOLLYWOOD, CALIFORNIA



JUDY IS DREAMY over the impending return home as she trolls her arm through the cool, velvety ripples of lake, looking at everything for the last time.



JUDY IS WOOZY with car sickness during trip back. Bill parked and every-
one got out except Judy and Buttons. Flopped in seat, dog made a fine pillow.

Must the answer always be NO?

According to a survey, one simple ques-
tion got the same answer from six million
women! It proved that not a single woman
was completely satisfied with any under-
arm deodorant she had tried.

* * *

Chemists of the Andrew Jergens
Company worked two years to change
the answer of these women. *Their*
answer is a completely new kind of
deodorant—wonderful spray Dryad!

* * *

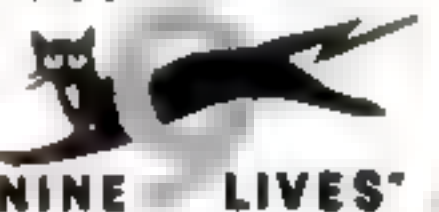
Jergens Dryad gives you instant protec-
tion *three ways*. This spray deodorant
checks perspiration *instantly*. It kills the
odor of perspiration acid *instantly*. And it
overcomes odor-causing bacteria *instantly*.

* * *

No other deodorant duplicates
Dryad's 48-hour protection. Yet it
won't hurt delicate fabrics, has a
clean, fresh fragrance men like, too.
Get the pink squeeze-bottle now and
see if Dryad doesn't answer your
deodorant requirements. It's only
49¢! (Also in cream form.)

"EVEREADY"

THE BATTERY WITH



Corns?

- NOW!** 1. FASTEST RELIEF
EVER...
2. QUICKEST CORN REMOVING
ACTION KNOWN...

3. THE ONLY METHOD THAT STOPS
CORNS BEFORE THEY CAN DEVELOP

Dr. Scholl's Zino-pads instantly stop painful shoe
friction, lift pressure on corns, sore toes. And they
give you the quickest corn remov-
ing action known to medical
science. Dr. Scholl's is the
only method, too, that
stops corns before they can
develop. No wonder Zino-
pads are the world's largest
selling foot reliefs. Get a
box today. Sold everywhere.



Dr. Scholl's Zino-pads

**FOR BEST RESULTS
SHAVE WITH..**



No brush
No lather
No rub-in



ISN'T IT TRUE...? your family wants to GO PLACES · DO THINGS!



**RENT A NEW CAR FROM
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and Drive it yourself**

Isn't it natural that every one in your family, whether ten or retired, should yearn for the fun and excitement of widely varied adventures? They want to go places ... do things! So rent a smart new car from Hertz ... right away ... for real family pleasure! Rent a new Chevrolet or other fine car for your vacation trip and have the time of your life. Try renting a car for business, too ... what a time-saving convenience! For pleasure or business, when you rent from Hertz you'll always enjoy a fine, perfectly conditioned, new car as private as your own. Five can ride for the low cost of one and the reasonable rates include gas, oil and insurance. You can rent day or night as quick and easy as A.B.C. ... for an hour, a day or as long as you please. Call or go to your nearest Hertz station ... today!



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✓ **A SPECIFIC RATE EXAMPLE** ... At the Hertz station in Eagle River, Wis., the rate is \$25.00 for a complete week plus 8c per mile, including gas, oil and insurance. Thus, the total cost for a 7 day, 200 mile trip is only \$41.00, regardless of how many ride.

✓ **INSURANCE PROTECTION** ... You are always sure that you are properly insured when you rent a car from any Hertz station.

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throughout the United States, Hawaii, Cuba, Great Britain and Canada ... on amazing system that makes possible the famous Hertz Rail-Auto, Plane-Auto Travel Plans. Now you can reserve a car through your local Hertz station, railroad or airline reservation departments, or travel agencies ... make those long trips by train or plane ... and have a reserved car ready at your destination.

✓ **TRUCKS** ... Hertz is also the world's largest truck leasing and rental organization. Trucks are available at most Hertz stations for daily and weekly rentals or long-term lease.

✓ **FOR ADDITIONAL INFORMATION** ... Call your local Hertz station listed under "H," "Hertz Drive-Yourself," in the telephone book, or write Hertz Drive-Yourself System, Inc., Dept. 270, 218 South Wabash Avenue, Chicago 4, Illinois.



Look in your telephone directory under "H" for your local Hertz station.

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● Ninety-one years ago, Col. Edwin L. Drake's drilling crew struck oil in the sand and shale of Oil Creek, near Titusville, Pa. This pioneer well tapped a vast subterranean deposit that ushered in a new giant among industries...the petroleum industry.

Little did Drake realize he had discovered the most richly endowed oil region ever to be found. The Pennsylvania Grade region is so fabulously favored by nature that even to this day the natural quality of its oil has never been equalled by any other oil field in the entire world. Only members of the Pennsylvania Grade Crude Oil Association are privileged to sell Pennsylvania oils under the Association emblem. "Theirs is a public trust that assures you of getting the finest engine protection money can buy. So... WHEREVER YOU DRIVE, ASK FOR AND INSIST ON ONLY THOSE OILS MADE FROM 100% PURE PENNSYLVANIA.



For your protection, only oils made from 100% Pure Pennsylvania Grade Crude which meet our rigid quality requirements are entitled to carry this emblem, the registered badge of source, quality and membership in our association.



PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
Oil City, Pennsylvania

MISCELLANY



NEAR THE VIRGINIA BORDER IN NORTH CAROLINA

HONEST CREEKS

Their names reflect rare quality of accuracy

When Americans name babies, cities or summer cottages, they have a tendency to get either coy or pretentious. Not so when it comes to a creek, which Webster describes as "a flowing rivulet . . . smaller than a river and larger than a brook." On a recent tour of the U.S., Photographer David Scherman made these pictures of highway creek signs. He concluded that Americans must feel strongly about their creeks because they name them with such brutal accuracy.



NEAR VIRGINIA'S BLUE RIDGE



NEAR CLYDE, OHIO



NEAR SANTA FE, N. MEX.



IN EASTERN OKLAHOMA



IN NORTHERN CALIFORNIA



IN NORTHEASTERN MINNESOTA

JUMBO SLUGFEST IN India

1 "It's a sledgehammer battle all the way when fighting bull elephants collide," writes Tom Harris, an American friend of Canadian Club. "A sport of India's maharajas, these battles are held on rare occasions in Jaipur's Hathi Bagh arena. Tusks blunted, the brightly painted levathans square off over a low stone wall where spectators can get a close-up view. The 5-ton heavyweights put on a no-holds-barred match..."

2 "Prelude to the clash was a ceremonial parade of sixteen elephants in front of the maharaja's reviewing stand. These giant tuskers, each with his turhaned mahout, made a colorful procession. But the real excitement lay ahead..."

5 "Even a maharaja can buy no finer whisky. I know I've found Canadian Club everywhere in the world... whenever I've requested the best in the house."

Why this whisky's worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon

3 "Jabbing, butting and trumpeting shrilly, the great beasts clouted each other with their trunks for fifteen minutes. And then—smack! One elephant, with a violent swing of his massive head, broke off the tusk of his rival who had firmly held his ground. That ended it. The loser lumbered off in full retreat."

—yet there is no other whisky in all the world that tastes like Canadian Club. You can stay with it all evening long... in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

4 "I was surprised myself," my host said later. "I've seen lots of elephant fights, but I've never seen a tusk broken before." I got my surprise when the number one boy served Canadian Club!

IN 87 LANDS... THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD

90.4 PROOF

Imported in bottle from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky.



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